



# Broadway Corridor

## Steering Committee Meeting Packet

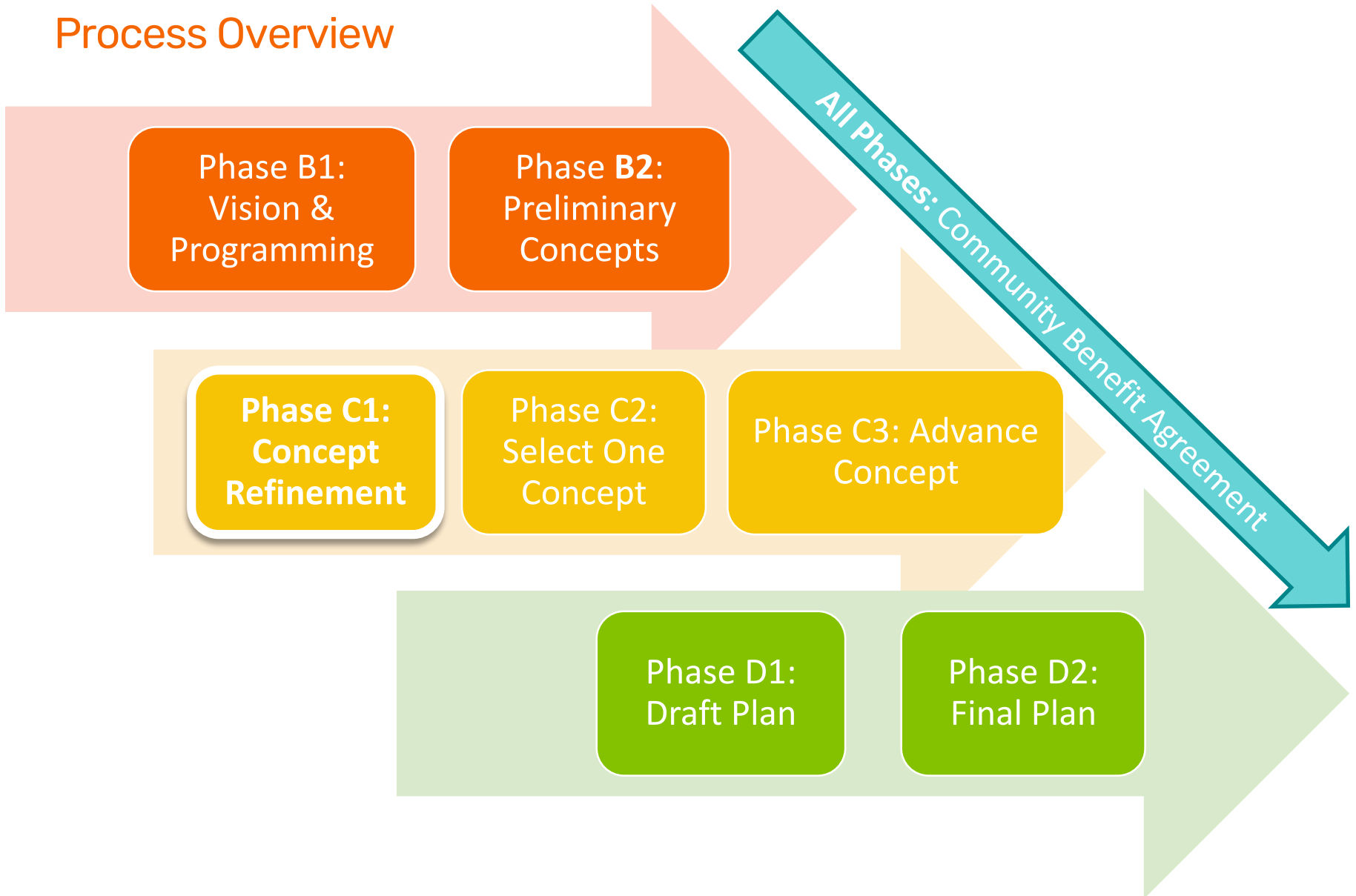
November 21, 2018



PROSPER  
PORTLAND

# DEVELOPMENT PLANNING

## Process Overview





# APPLICATION OF GUIDING PRINCIPLES & PROJECT GOALS

# GUIDING PRINCIPLES

How **all three concepts** meet guiding principles & project goals

## 1. ACCOUNTABLE

- a. All concepts are intended to be financially feasible and implementable, **delivering targeted and equitable public benefits.**
- b. All concepts have evolved to **reflect public input, with emphasis on traditionally underrepresented communities.**

## 2. CONNECTED

- a. All concepts improve **safe, reliable, and affordable access to jobs, housing and services** for low-income communities.
- b. All concepts **reinforce and enhance the site as a multi-modal hub, with emphasis on pedestrian and bicycle mobility**, connections to transit, and connections between Old Town/ Chinatown and the Pearl District.

## 3. EQUITABLE

- a. All concepts include PHB **affordable housing** sites, and assume **inclusionary housing** units in private buildings.
- b. All concepts assume mixed-income development, incl. **housing & commercial space for all income levels.**
- c. All concepts have been **conceived with universal design in mind**, to ensure public and private development that is age-friendly, and can benefit and be utilized by all, with public spaces **welcoming to all community members.**
- d. All concepts have been conceived assuming **high environmental standards** in all phases of design and implementation.

# GUIDING PRINCIPLES

How **all three concepts** meet guiding principles & project goals

## 4. PROSPEROUS

- a. All concepts include parcels that can **accommodate a diverse range and size of businesses**, including stabilizing and growing small local businesses.
- b. All concepts assume the Broadway Corridor is a **regional employment hub** including approximately 4,000 jobs, with the ability to accommodate a major anchor employer.

## 5. RESILIENT

- a. All concepts were conceived consistent with the Climate Action Plan's goal of becoming an **equitable, ecologically healthy, net-zero carbon, and fossil-free city**.
- b. All concepts provide a built environment that **promotes human, social and ecological interaction**.

## 6. VIBRANT

4. All concepts portray a **mixed-use, diverse, active, high-density development**.
  5. All concepts provide an **integrated network of high quality green and hardscape open spaces**, providing spaces for a variety of activities, landscape elements, and public art.
  6. All concepts include **spaces for civic, community-serving amenities and services**.
- Note that some project goals have not been explicitly addressed at the Phase C1 concept level, either because they will be addressed through policy or programs rather than design (ie. Project Goal 14), or because they require the higher level of design resolution that will be applied in planning Phase C3.

# EQUITABLE DESIGN

## Principles of Design for Racial & Social Equity\*

- **Engage and elevate the voices of underrepresented groups** in each phase of planning & design
- Provide **public spaces to just be**, meaning:
  - Places that don't feel like you need a specific purpose, activity or transaction to be there.
  - Places to sit that don't appear to be connected to a building or a business
  - Places for groups to gather
- Create spaces in buildings and within the public realm to **accommodate businesses serving low-income customers**, particularly with respect to food and drink, including:
  - Affordable retail space in buildings
  - Designated spaces for food carts or other street vendors
- **Avoid excessive or unnecessary spending on infrastructure** that may limit resources available for other community priorities.

\* These principles are the result of interviews and public engagement during Phases B2 and C1. As we develop the master plan, we will refine, expand, and translate them into specific site features or district design guidelines for future development projects in the Broadway Corridor project area.

# AFFORDABLE HOUSING

Siting Criteria for PHB Parcels, to be refined in C3

- **Multiple Medium-Sized Parcels:**

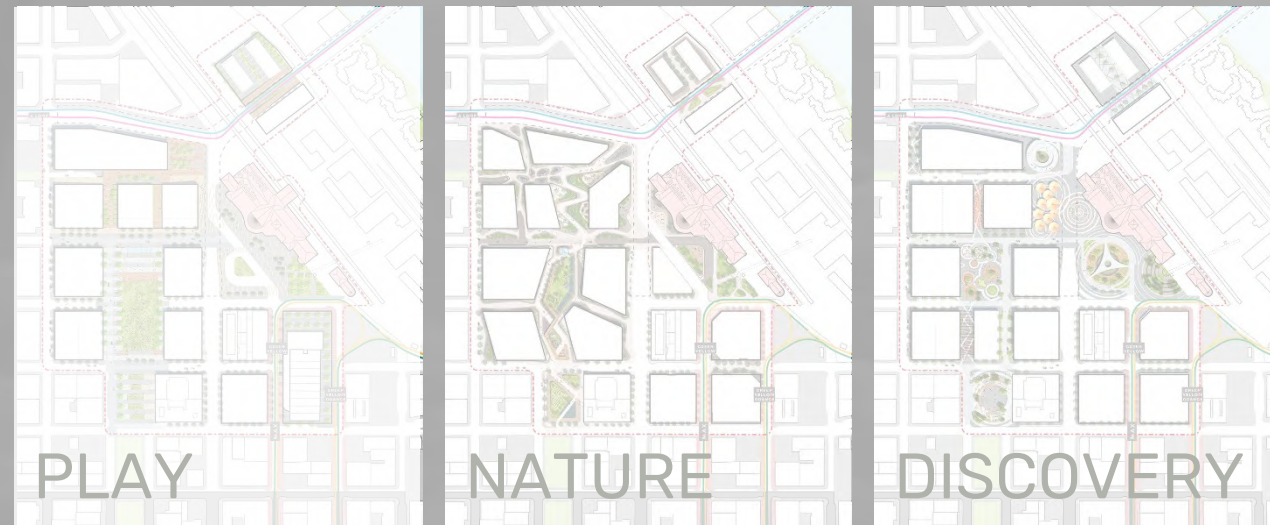
Breaking the PHB land into two medium-sized parcels allows for flexibility in implementation.

- **Distributed Affordability:**

Don't cluster affordable housing parcels in one corner or section of the project area.

- **Integrate and Connect Affordable Housing:**

Don't push all the affordable housing to the edges of the site.



PLAY

NATURE

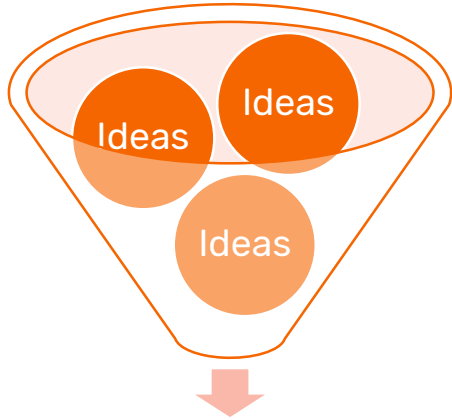
DISCOVERY

# Concept Refinement: Variations Studied

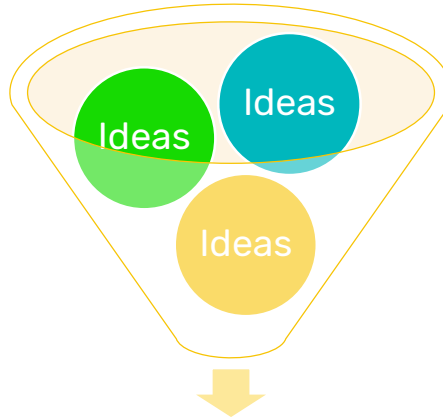


# WHAT IS CONSISTENT

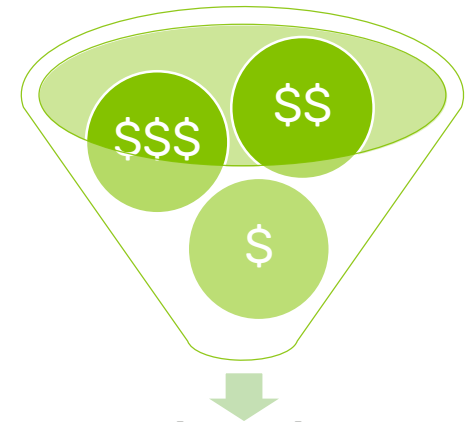
Phase C1+ among the three concepts



**Vision Programs**



**Public Benefit**



**Financial Resources**

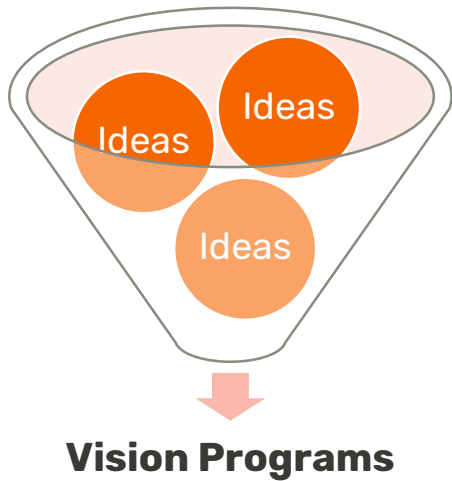
COMMERCIAL AFFORDABILITY  
HOUSING AFFORDABILITY  
PLACE MANAGEMENT  
ACCESSIBILITY  
EXISTING ANCHORS

## KEY SHARED THEMES

- Design for Equity
- Welcoming
- Active & Vital Public Realm
- Green Streets & Buildings

# WHAT IS DIFFERENT

Phase C1+ among the three concepts



PARCEL LAYOUT  
ROAD NETWORK  
TYPES OF OPEN SPACE  
UNION STATION AS PLACE  
ARTS AND CULTURE ELEMENT  
THE GREEN LOOP  
RESOLUTION OF NORTH PARK BLOCKS

# ELEMENTS STUDIED

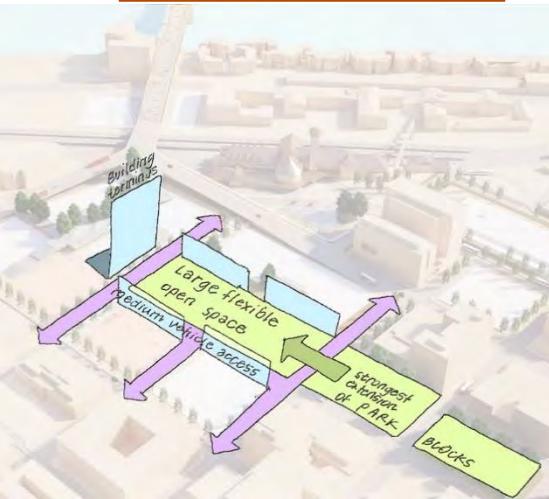
After the September Steering Committee & Open House

- Big Picture
- Open Space Type and Character
- Connectivity: Circulation & Access
- Union Station
- Parcel Configuration
- Green Loop
- Resolution of North Park Blocks

# BIG PICTURE

Variation studied

## PLAY

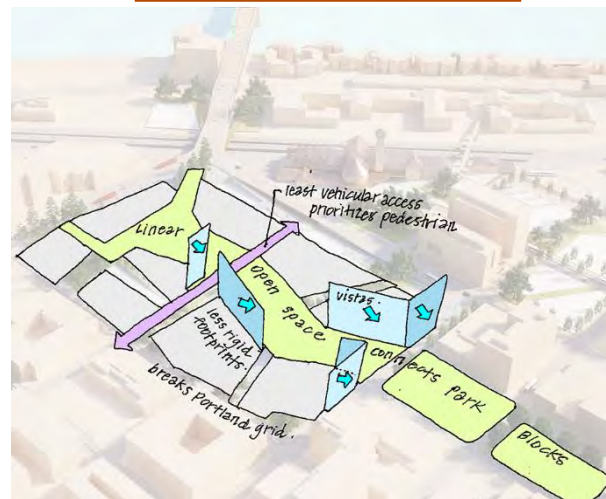


**Strongest extension of park blocks**

**Largest** open space

**Medium** level of streets with vehicular access

## NATURE

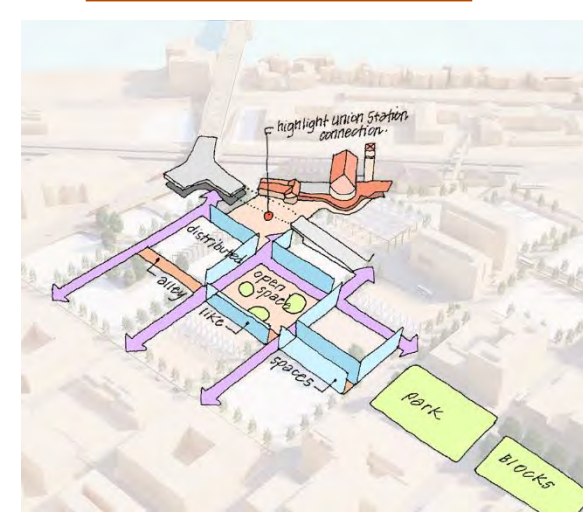


Less rigid footprints **breaking the Portland grid**

**Medium & Linear** open space

**Least** through street with vehicular access

## DISCOVERY



Linked open spaces with a **significant open space linked to Union Station**

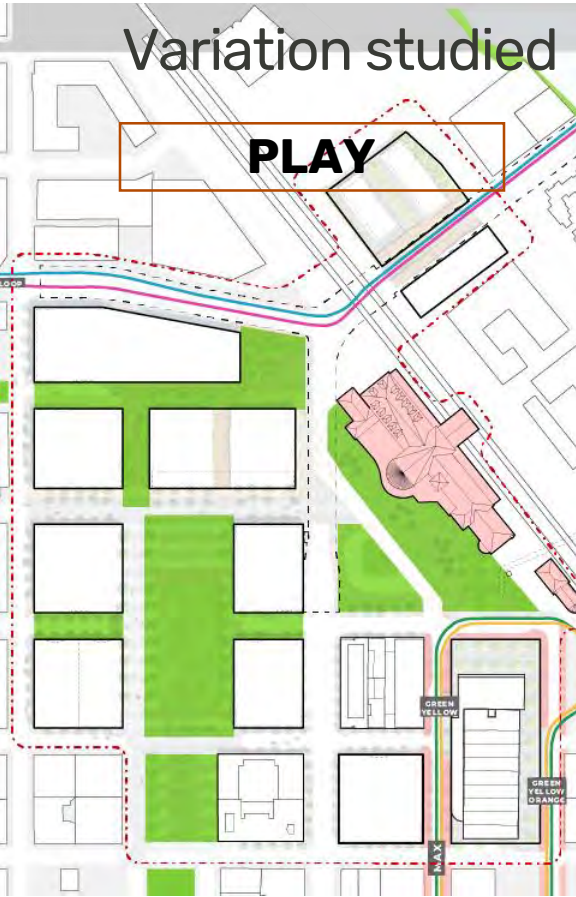
**Distributed** open space

**Most** streets with vehicular access

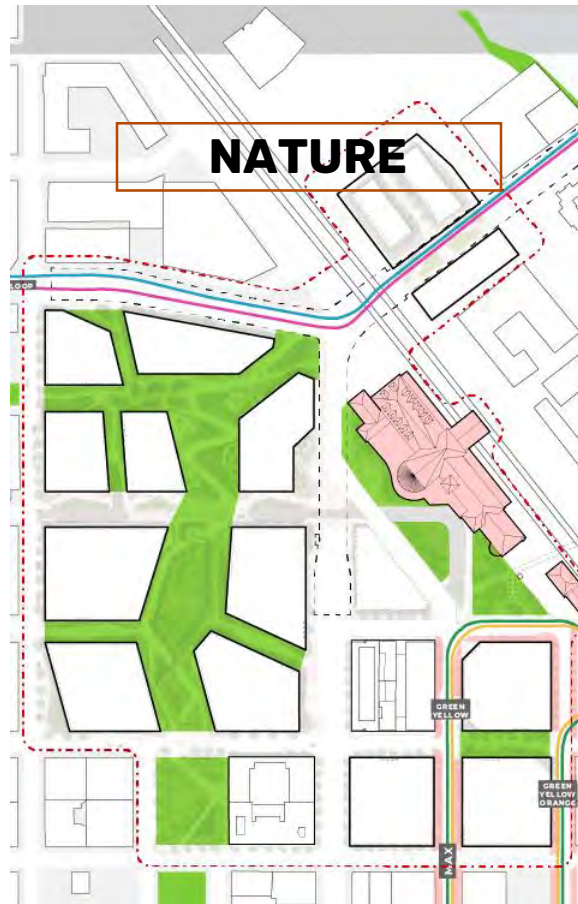
# OPEN SPACE

Variation studied

**PLAY**



**NATURE**



**DISCOVERY**



**Strongest extension of park blocks**

**Programmed open space** for recreation

**Organic** expansion of park blocks

Emphasis on **Natural Landscape**

**Distributed open spaces**, linked by Green Loop

Strongest **Union Station** approach

# UNION STATION

Variation studied

**PLAY**



**NATURE**



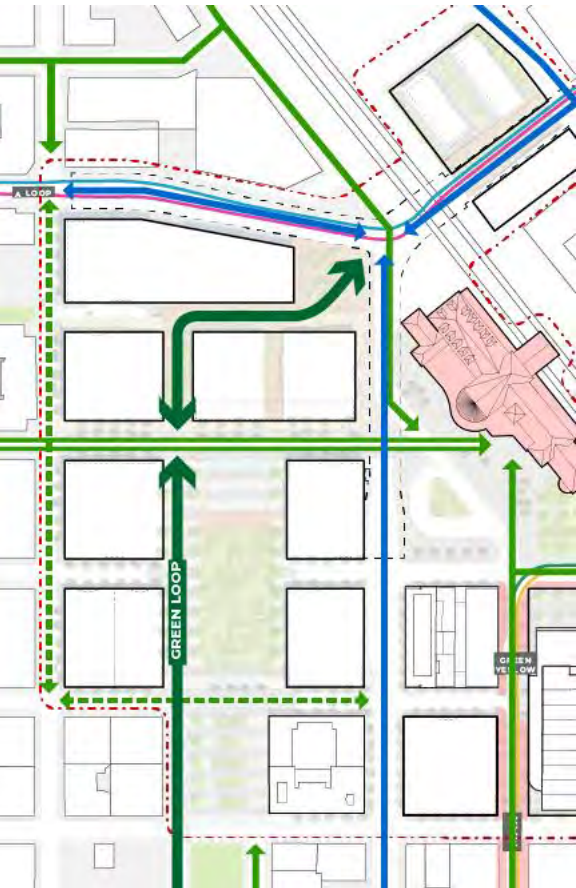
**DISCOVERY**



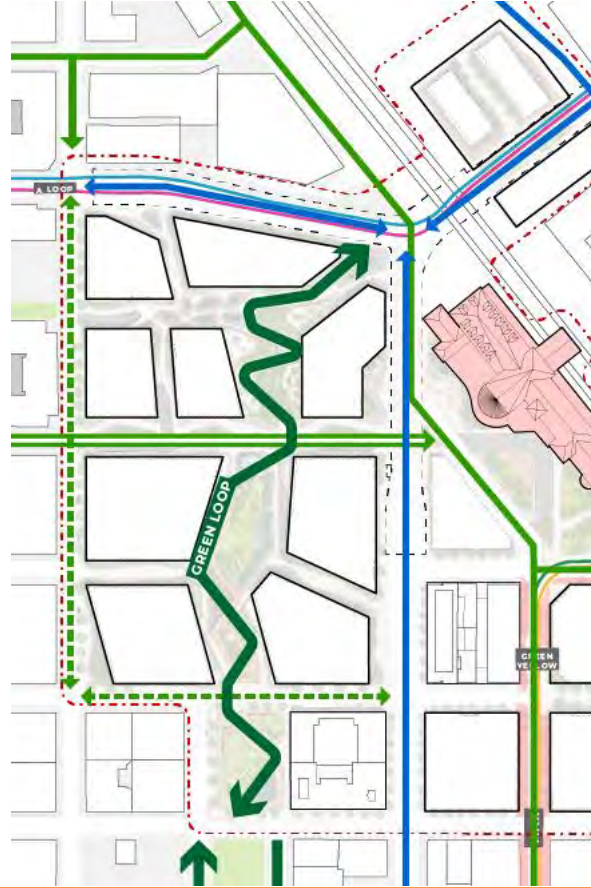
# GREEN LOOP

Variation studied

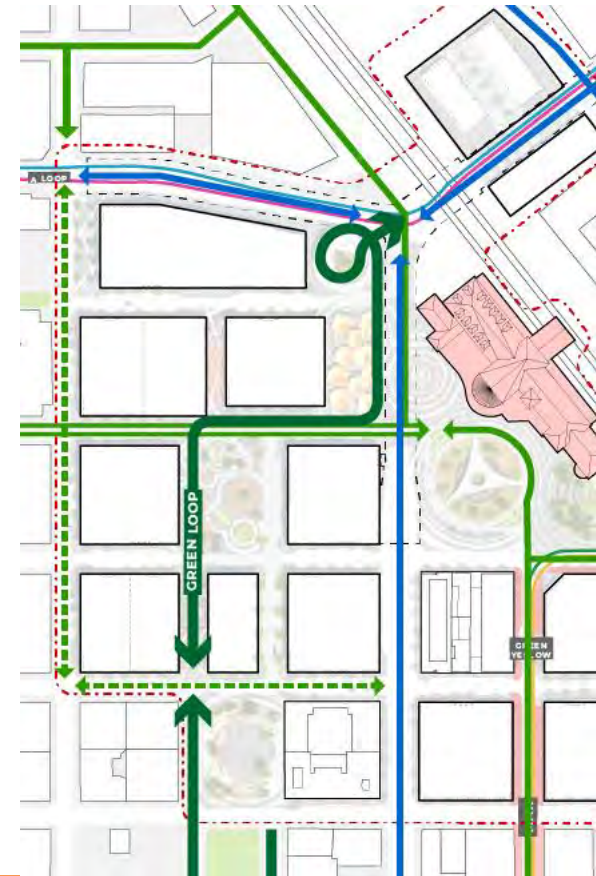
## PLAY



## NATURE



## DISCOVERY

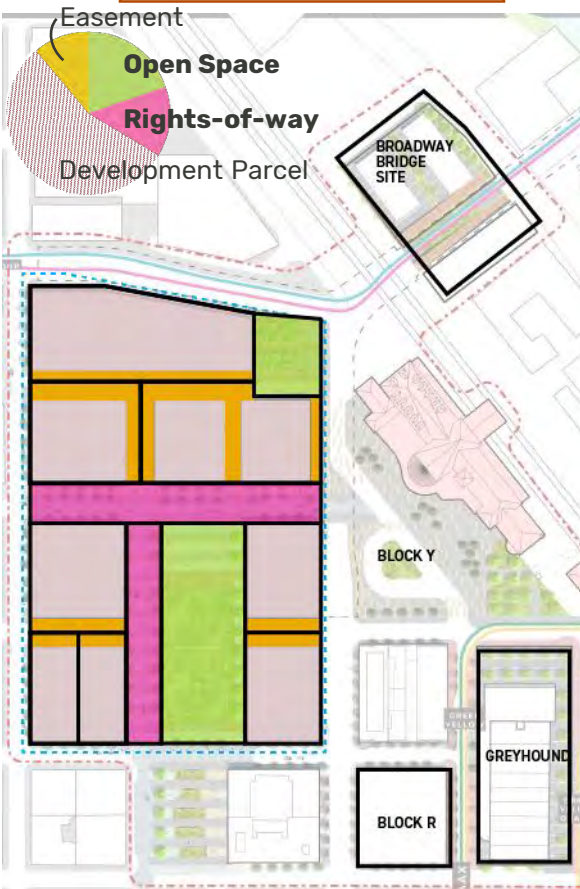


# PARCEL FOOTPRINT

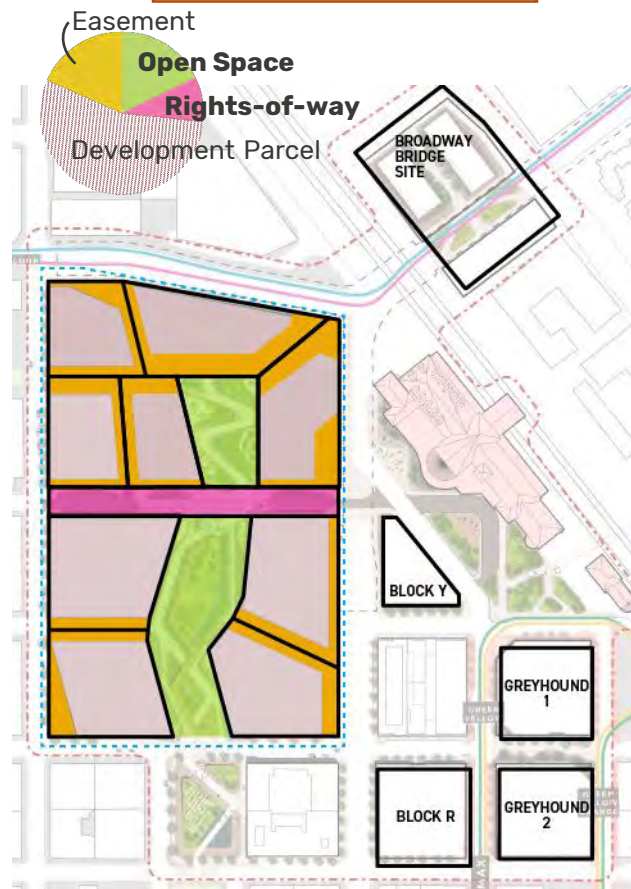
*Pie chart is for USPS only, additional variation in use/infrastructure/cost could be incurred within Block Y/Union Station*

Variation studied

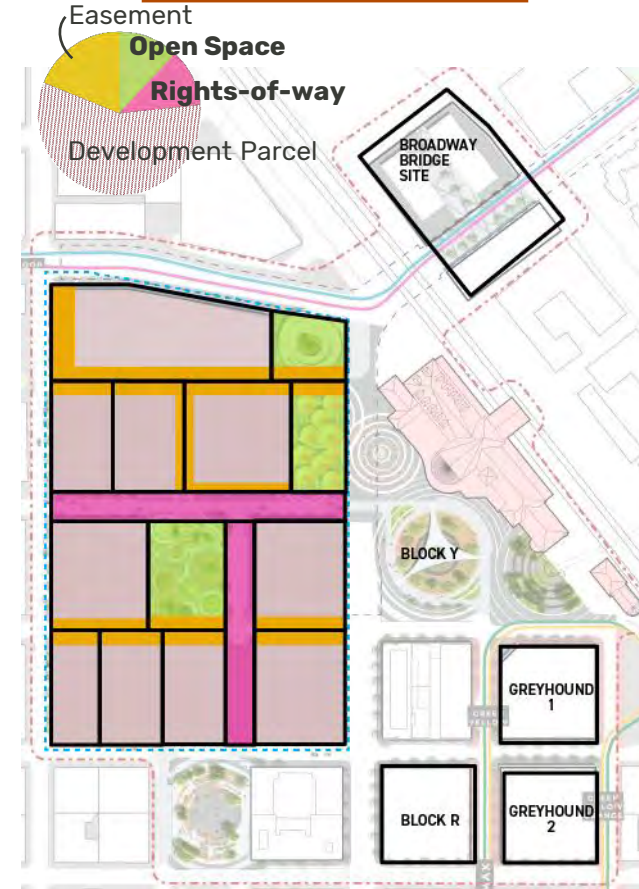
## PLAY



## NATURE



## DISCOVERY



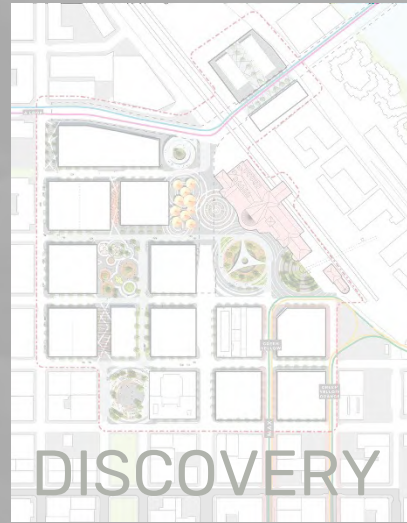




**PLAY**



**NATURE**



**DISCOVERY**

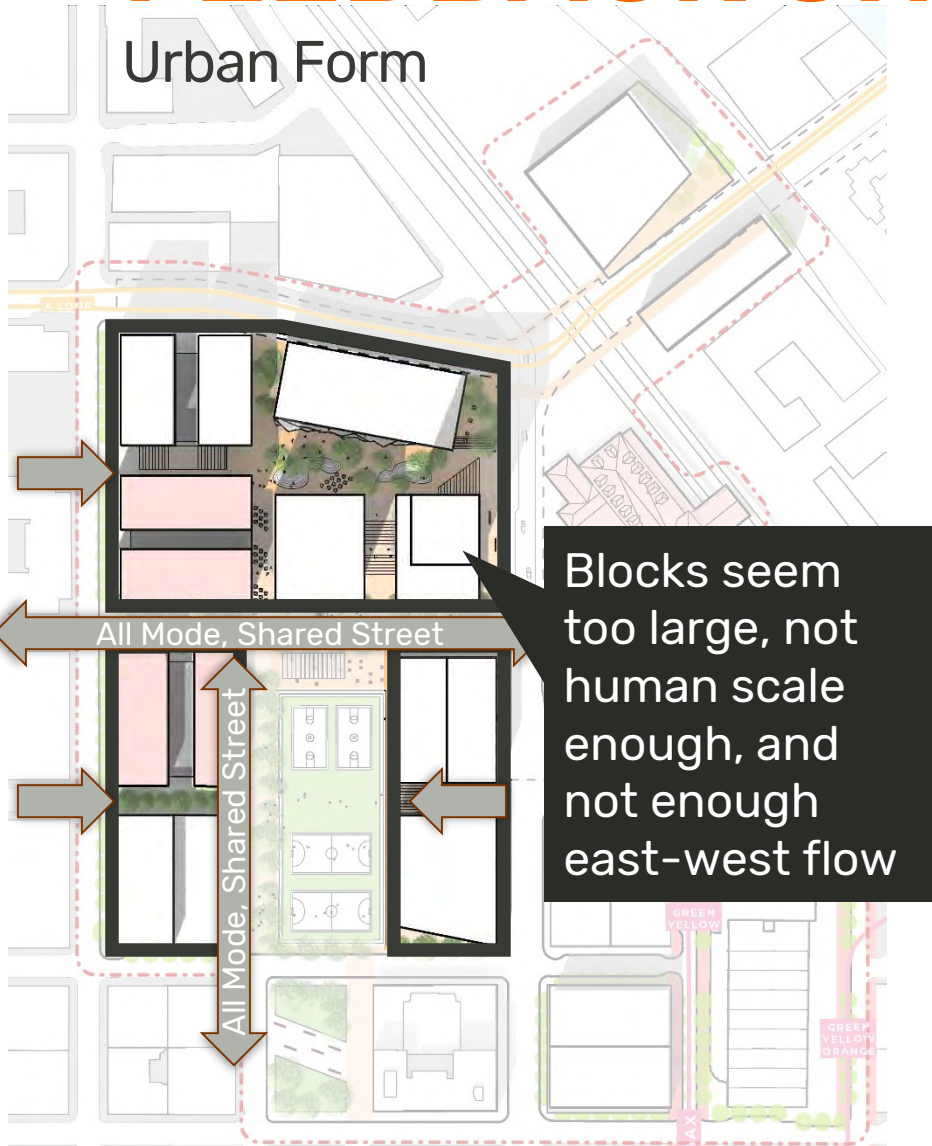
# Concept Refinement

## TABLE OF CONTENTS

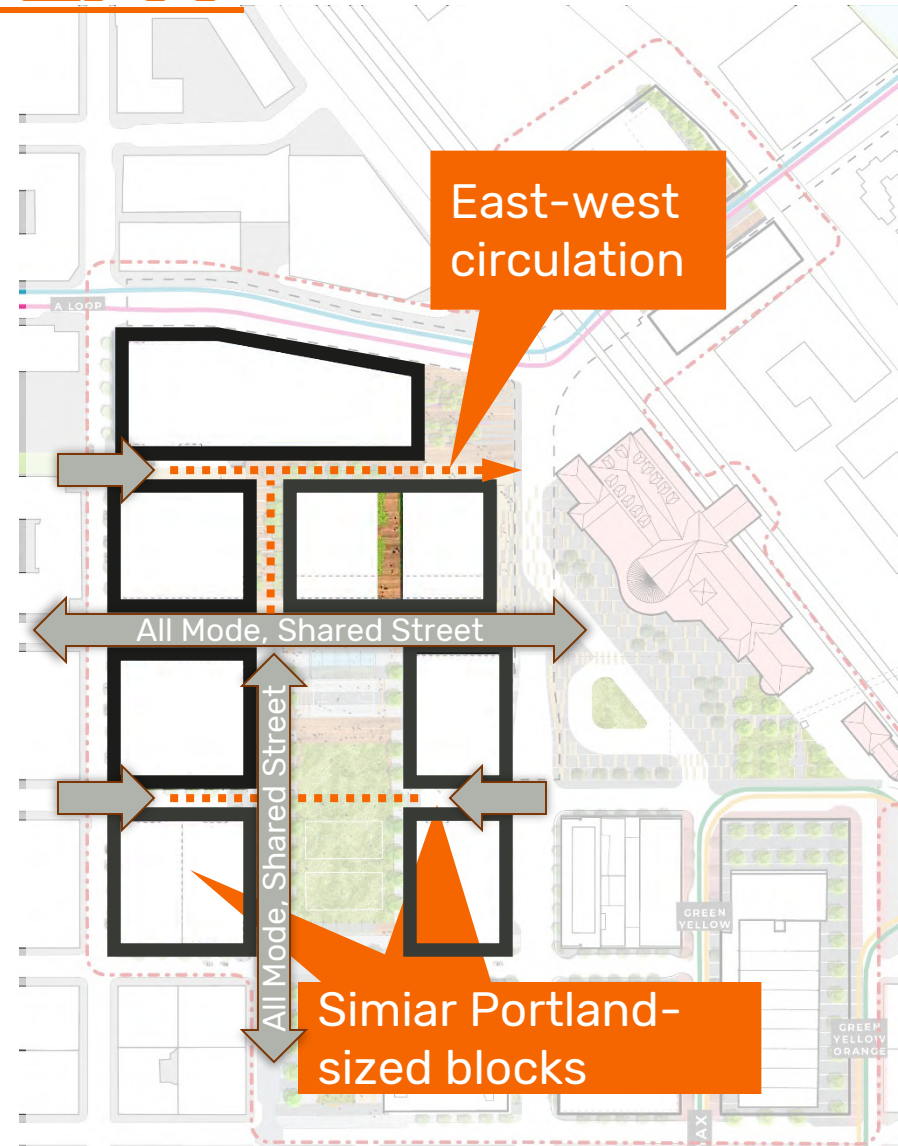
- I. Feedback Received
- II. Key Themes
- III. PLAY in a nutshell
- IV. How Does PLAY Meet Guiding Principles
- V. Open Space
- VI. Connectivity: Bicycle Circulation & Program and Access
- VII. Affordable Housing
- VIII. Phasing
- IX. Massing

# FEEDBACK ON PLAY

## Urban Form



Preliminary Concept for September



Refined Concept for November

# FEEDBACK ON PLAY

Green Loop

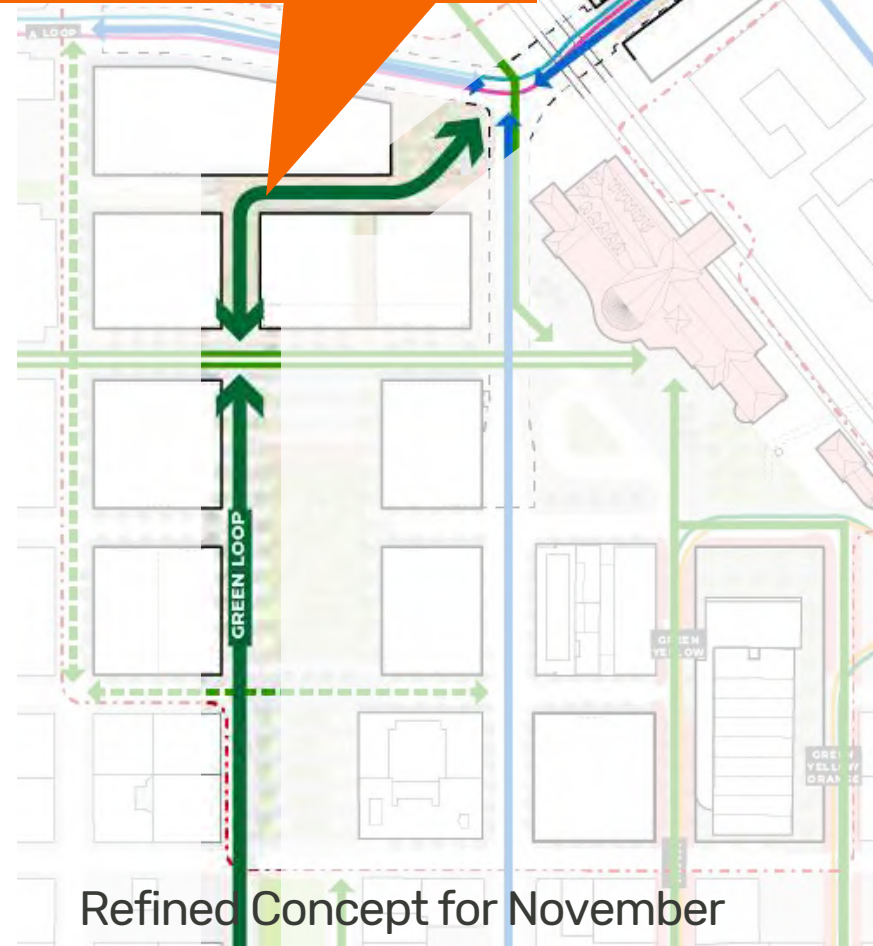
Pedestrian route

Bike route

Green Loop should go through the site

Preliminary Concept for September

**One Green Loop** as part of the Elevated Art Plaza, for bikes and pedestrians



Refined Concept for November

# FEEDBACK ON PLAY

## Affordable Housing Sites

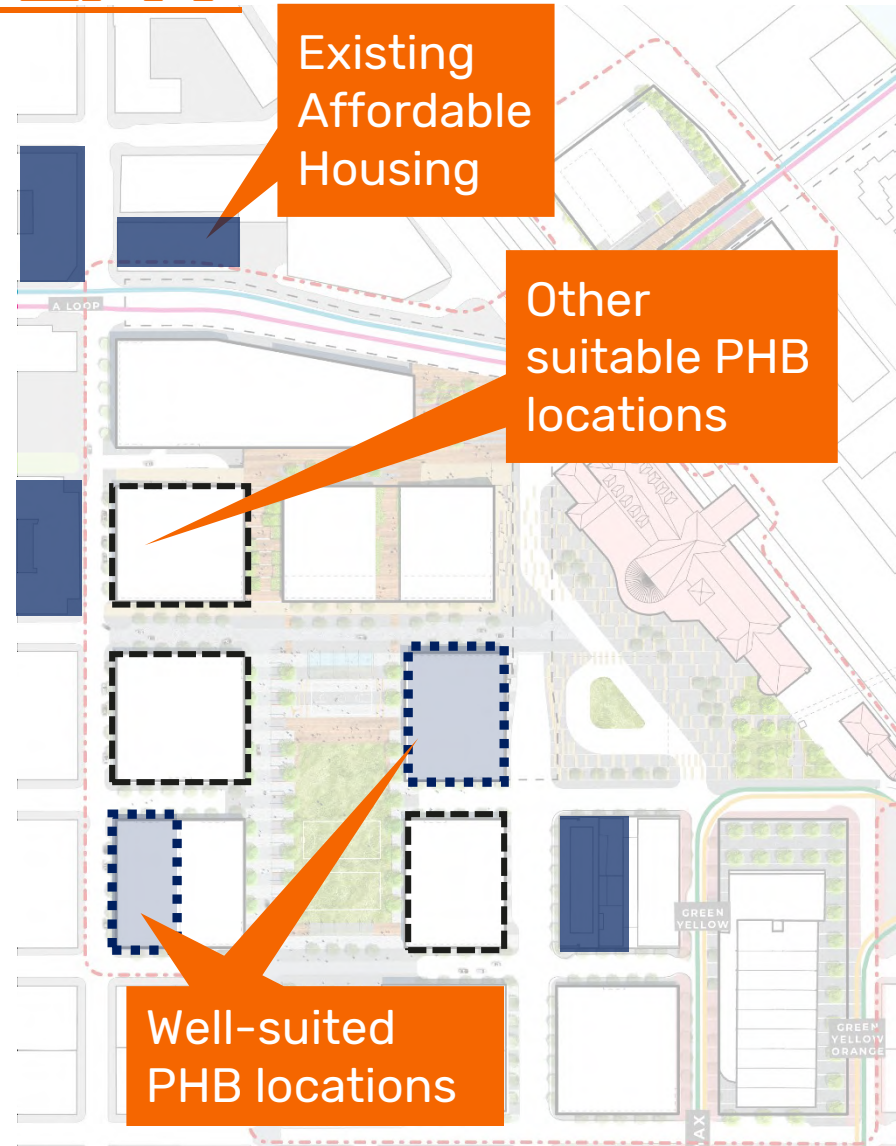


Preliminary Concept for September

Existing Affordable Housing

Other suitable PHB locations

Well-suited PHB locations



Refined Concept for November

# FEEDBACK ON PLAY

Connection to Union Station

Better connection to Union Station as a **destination**

Preliminary Concept for September

Reconfigure Union Station Plaza to accommodate pedestrians, **celebrating the two districts** coming together at Union Station

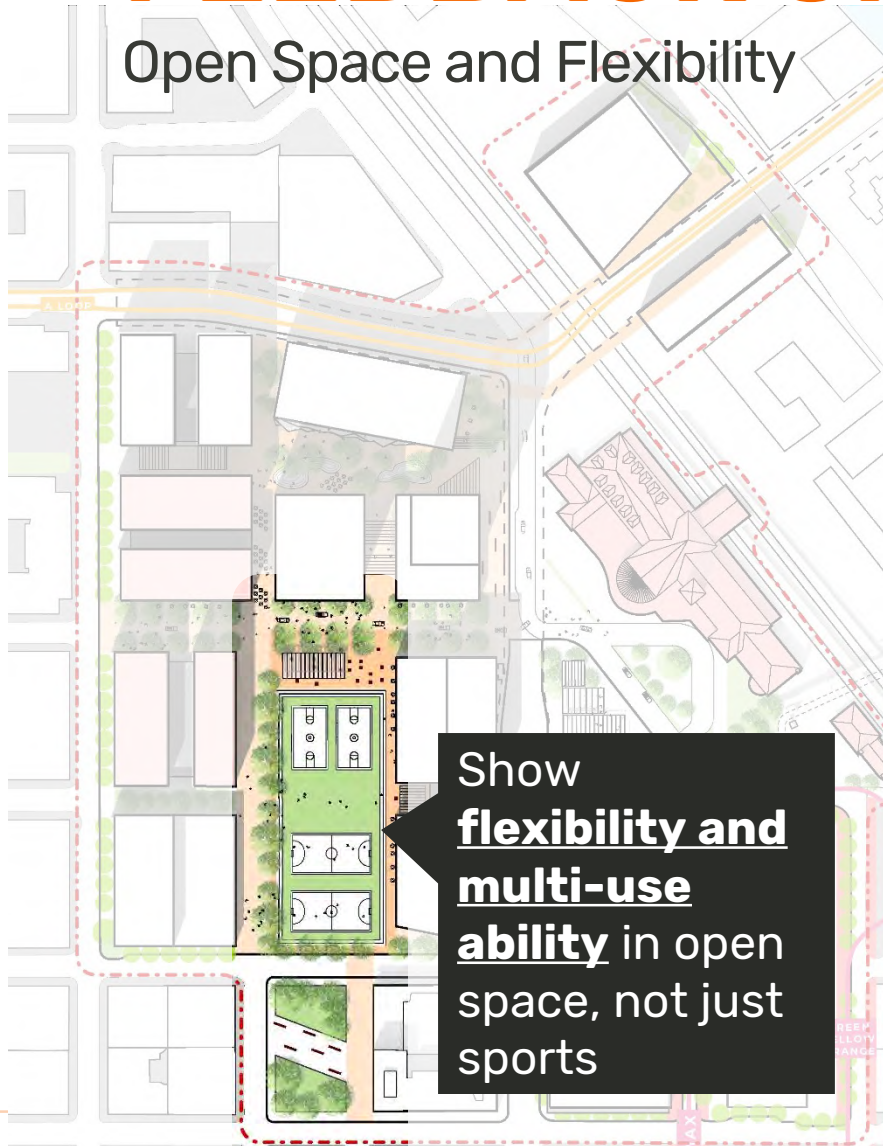
Pearl

Old Town Chinatown

Refined Concept for November

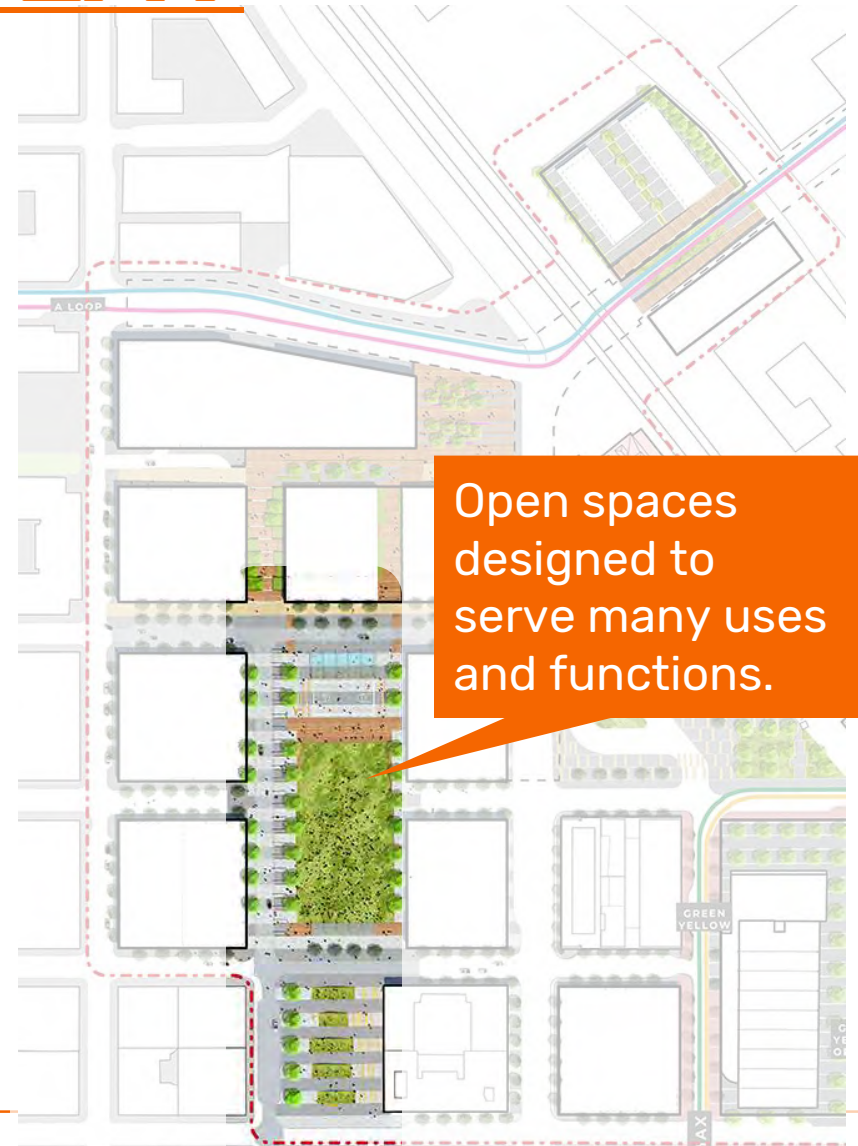
# FEEDBACK ON PLAY

Open Space and Flexibility



Show **flexibility and multi-use ability** in open space, not just sports

Preliminary Concept for September

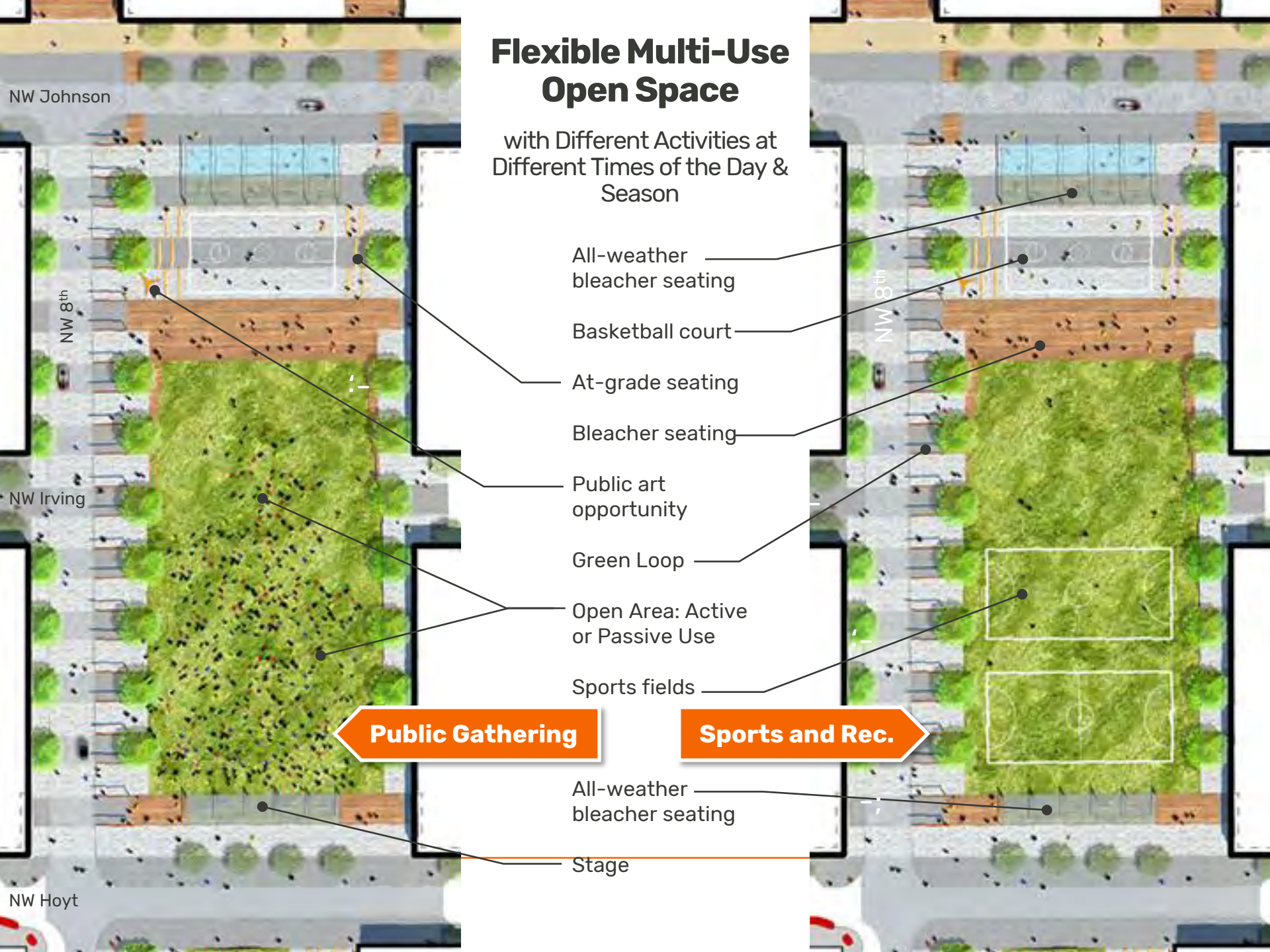


Open spaces designed to serve many uses and functions.

Refined Concept for November

# Flexible Multi-Use Open Space

with Different Activities at Different Times of the Day & Season



All-weather bleacher seating

Basketball court

At-grade seating

Bleacher seating

Public art opportunity

Green Loop

Open Area: Active or Passive Use

Sports fields

**Public Gathering**

**Sports and Rec.**

All-weather bleacher seating

Stage

NW Johnson

NW 8th

NW Irving

NW Hoyt

NW 8th

# PLAY

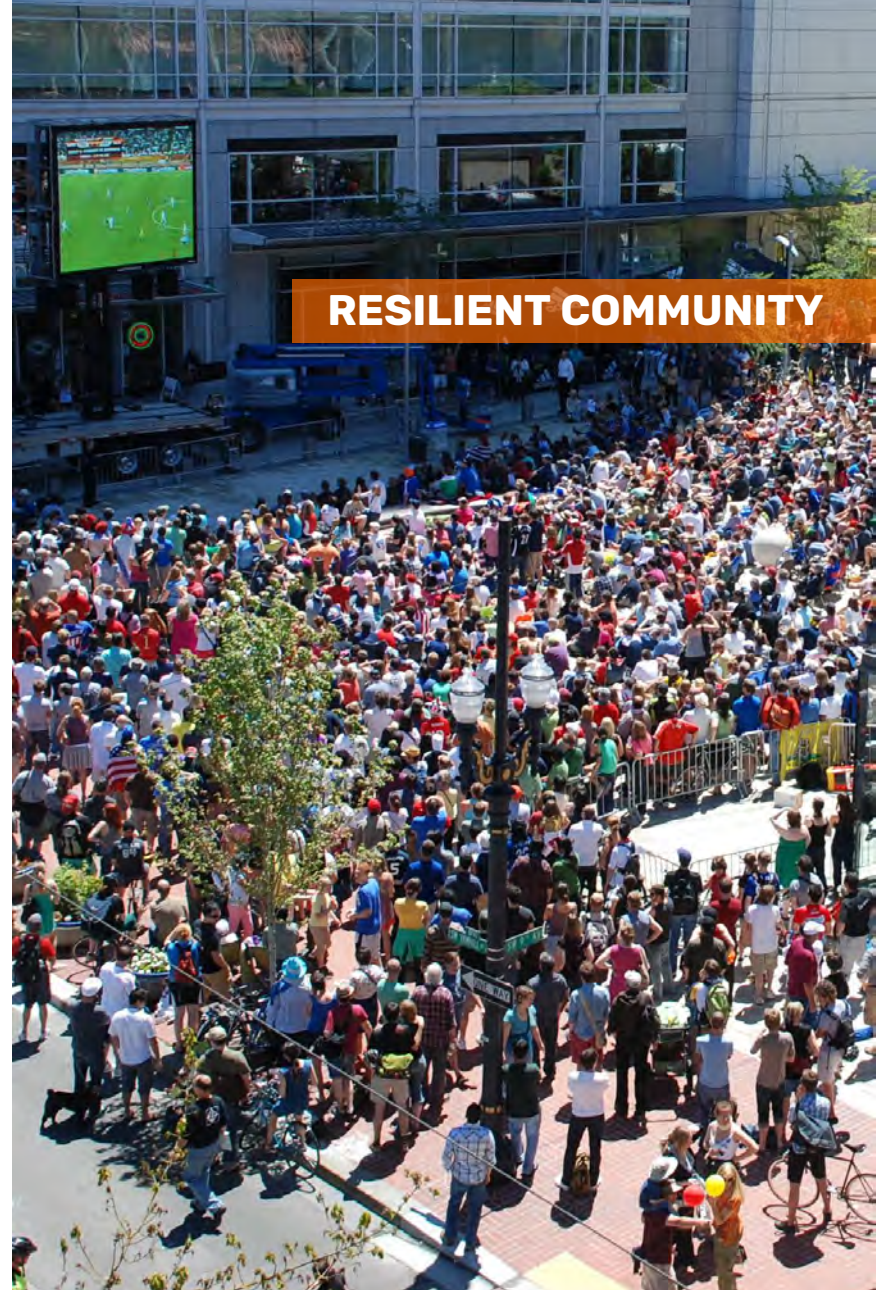
## Key Themes

Art Plaza

Woonerf  
(Living Streets)

Small  
Business  
Incubator

Adaptive  
Reuse





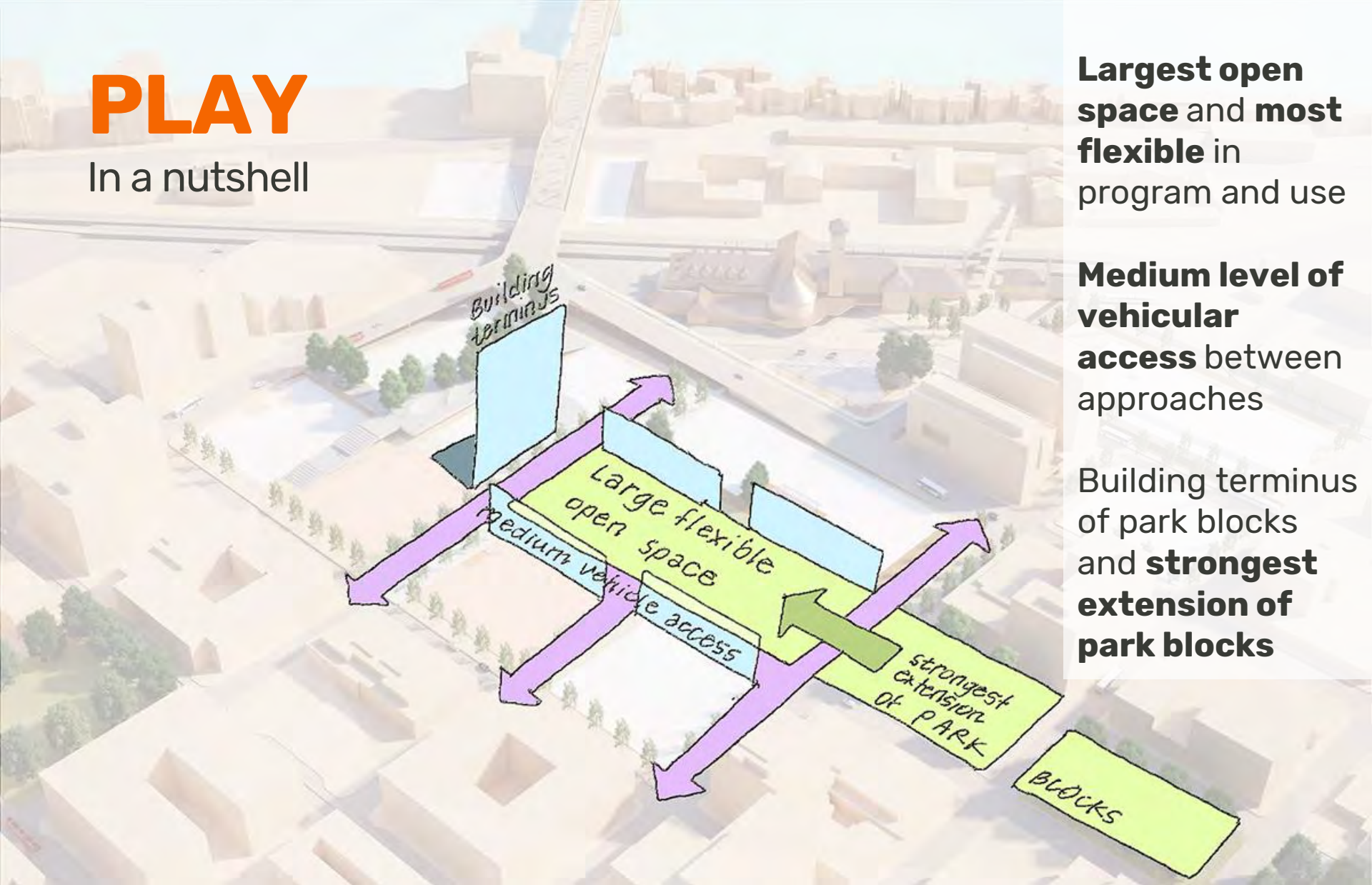
# PLAY

In a nutshell

**Largest open space** and **most flexible** in program and use

**Medium level of vehicular access** between approaches

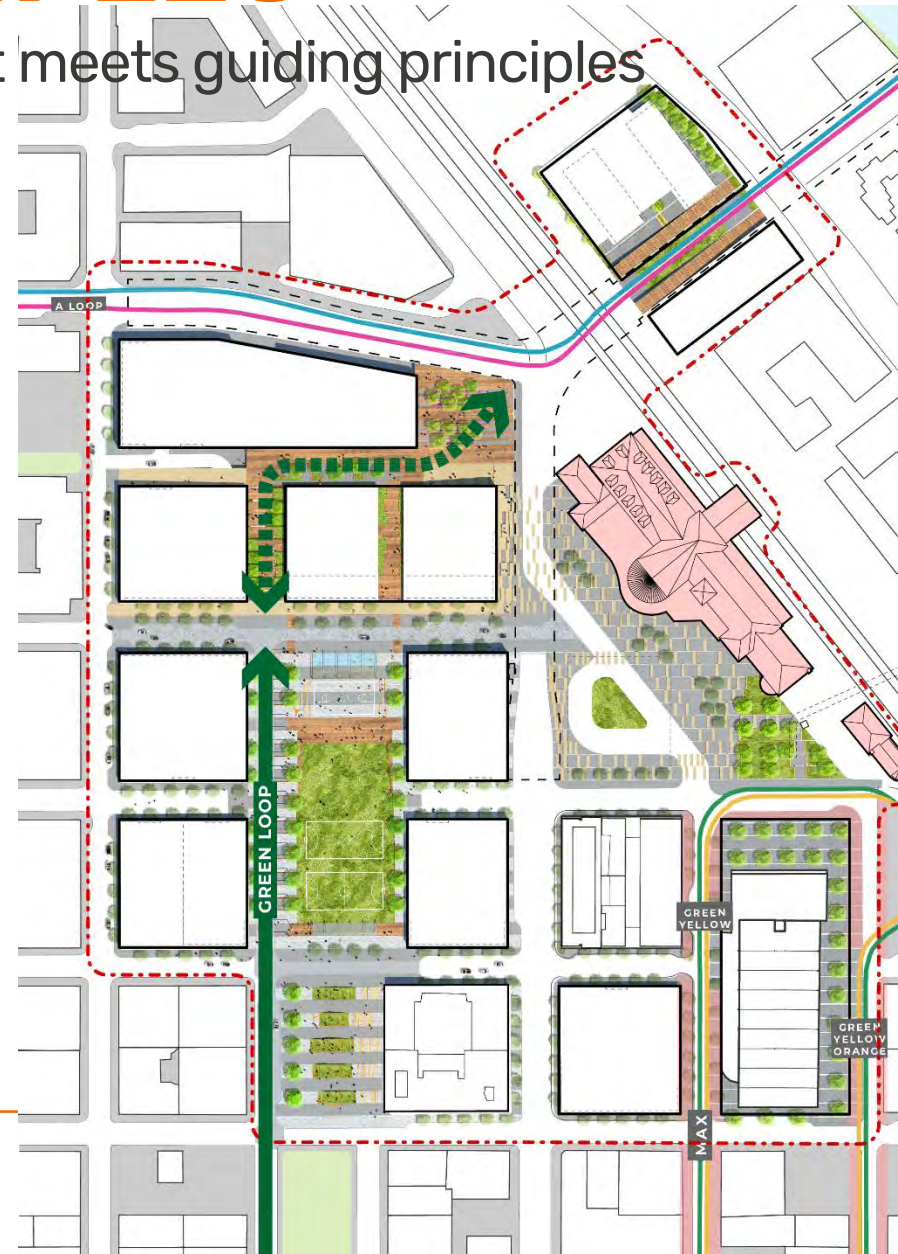
Building terminus of park blocks and **strongest extension of park blocks**



# GUIDING PRINCIPLES

Highlights of how the Play Concept meets guiding principles

- 1. Connected:** Reconfigures Union Station approach to improve arrival experience and access for pedestrians.
- 2. Equitable:** Flexible central open space allows different communities to occupy and use the space in different ways.
- 3. Resilient:** Most significant addition of new recreation space to serve health & human interaction.
- 4. Vibrant:** Flexible central open space as civic destination, serving a wide range of community event and gathering needs.



# OPEN SPACE NETWORK

- Strong linear extension of the North Park Blocks
- Multi-purpose open space at the center
- Green loop moves through the north end of the site
- Elevated plaza at the Broadway Y
- Reconfigured Union Station plaza and pickup/drop-off



# OPEN SPACE CHARACTER

Play

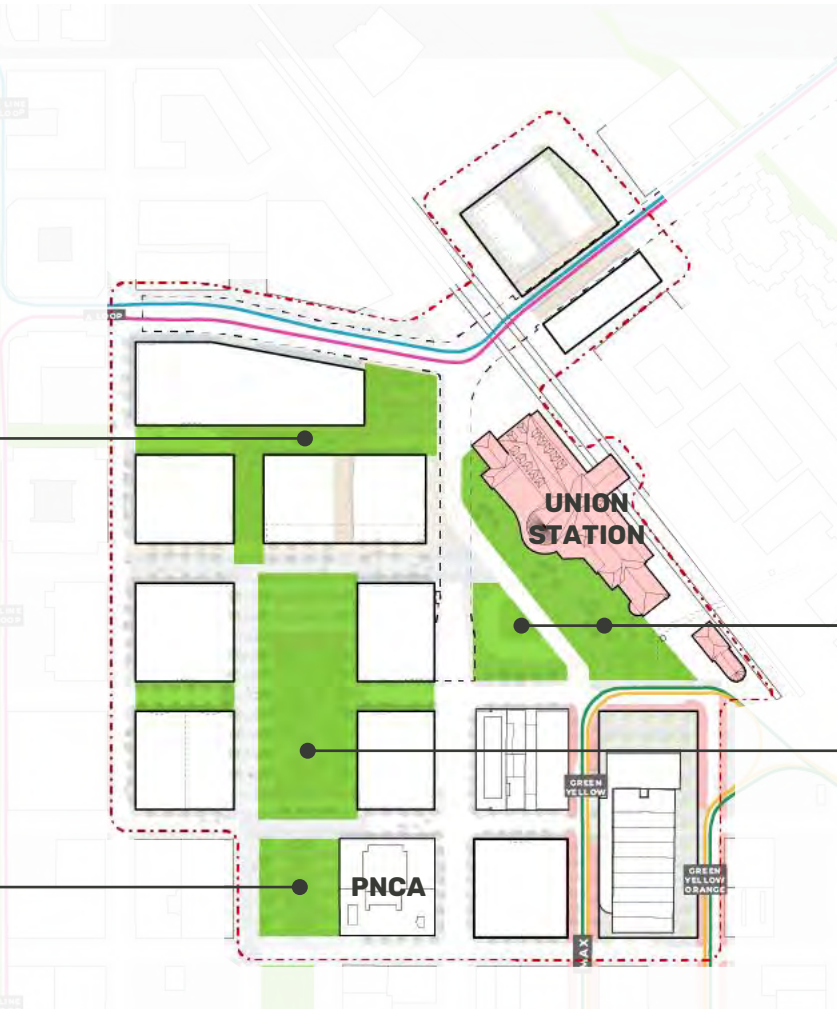


TERRACE



PNCA PLAZA

Broadway  
Corridor



UNION STATION PLAZA

PARK



# UNION STATION PLAZA

Play



# PNCA PLAZA

Play



**Broadway  
Corridor**

# Public gathering at **PARK**

Play



# Sports and Rec. at **PARK**

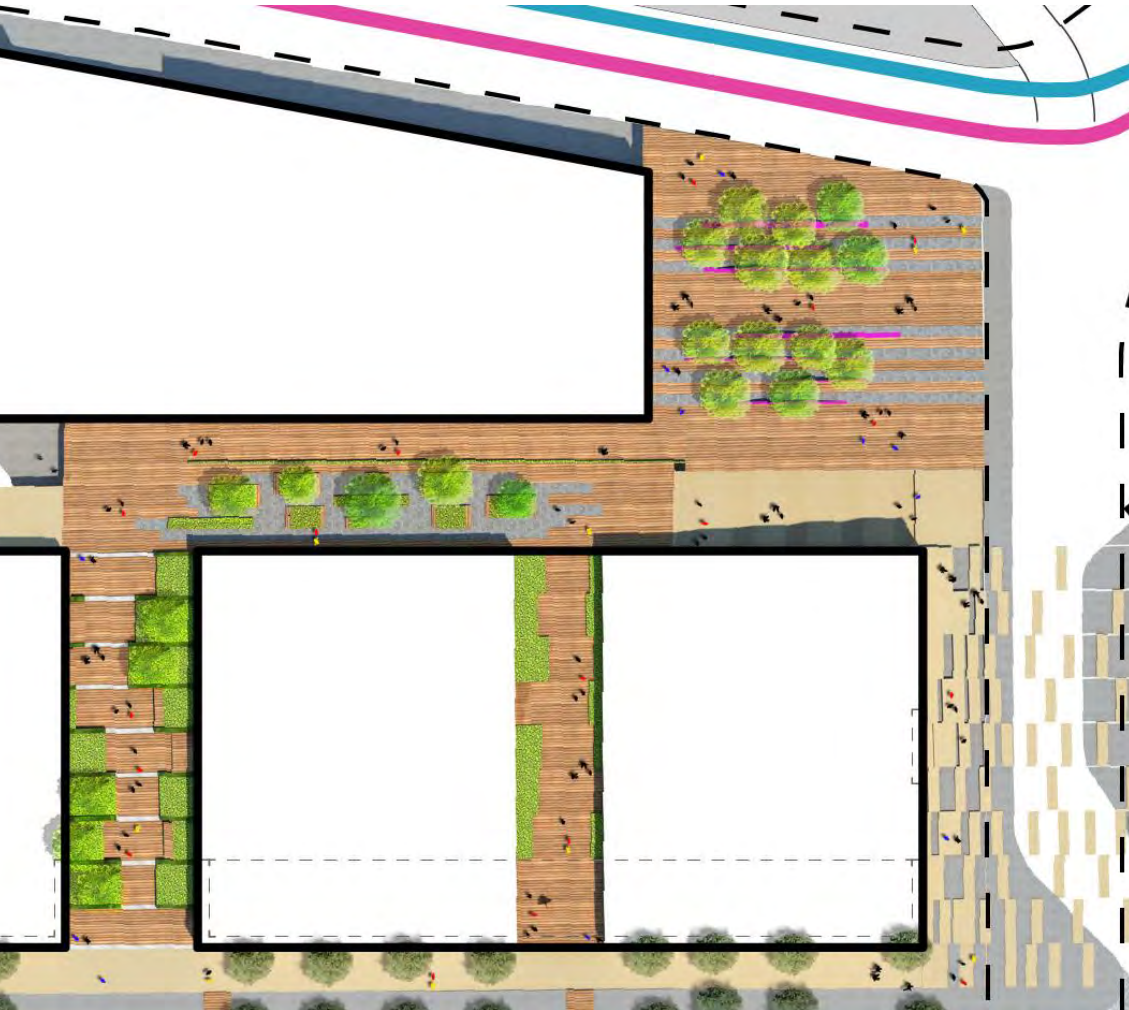
Play



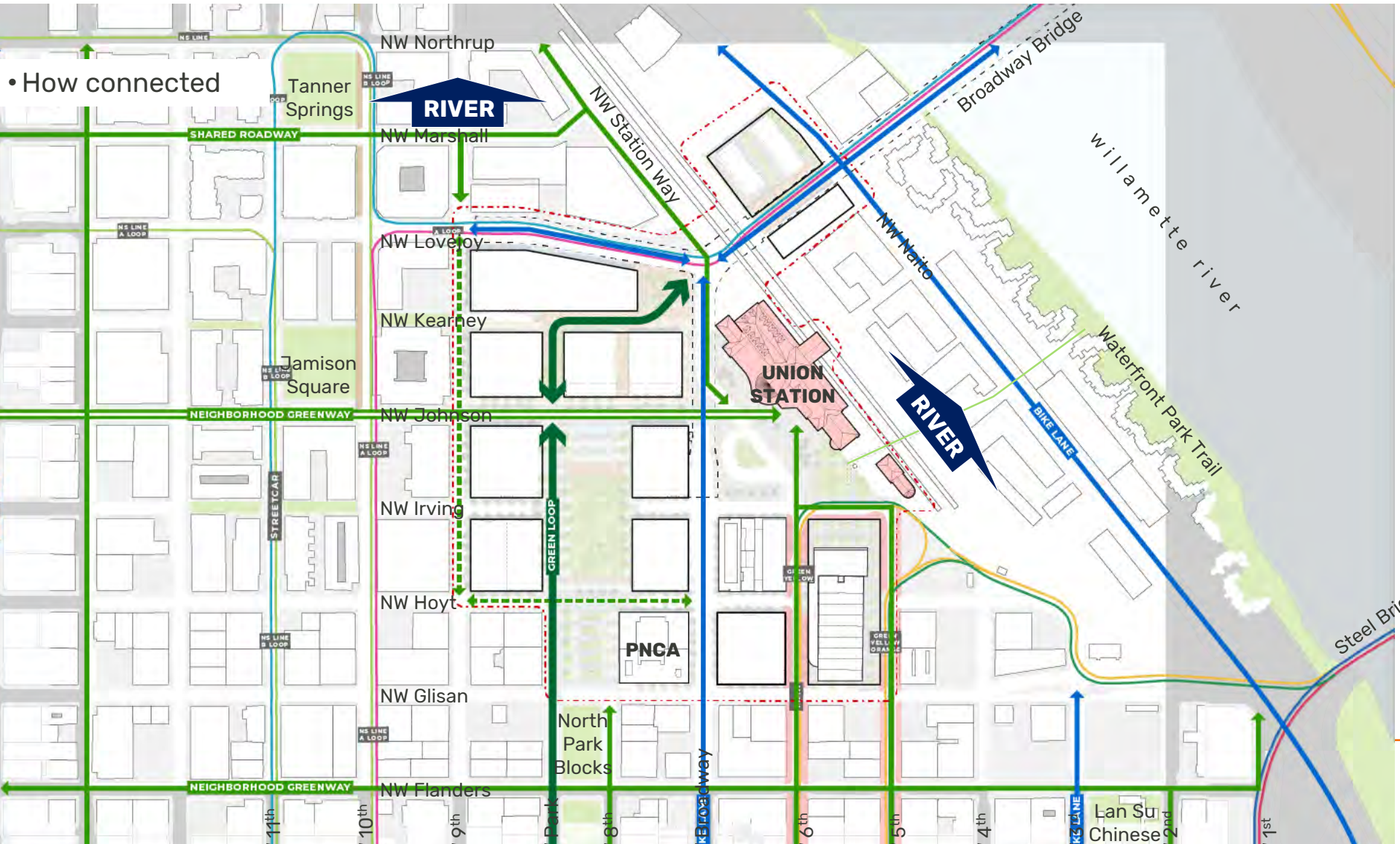


# TERRACE

Play



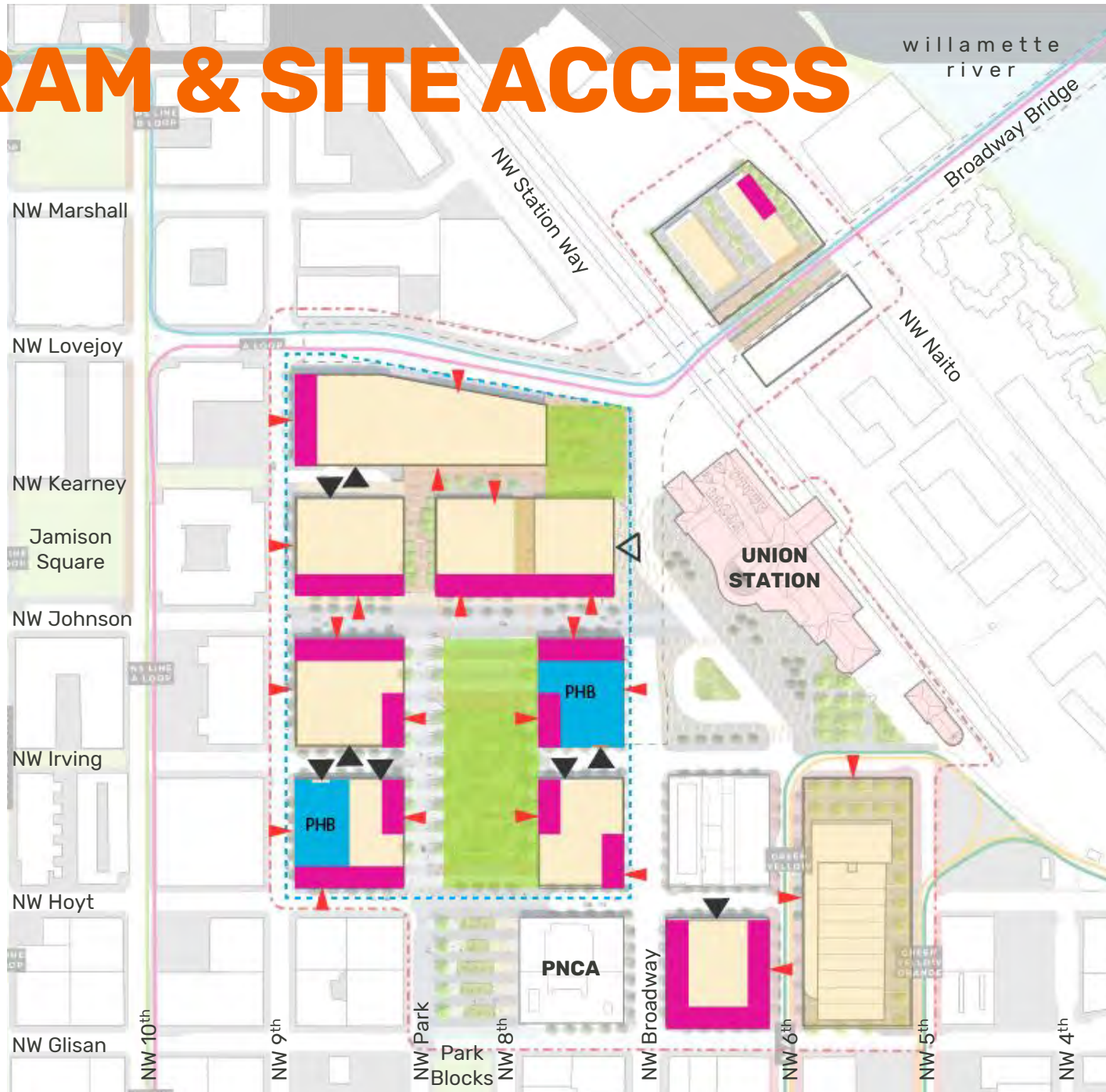
# BICYCLE CIRCULATION



# PROGRAM & SITE ACCESS

## LEGEND




- Active ground floor use
- Development parcel
- PHB
- Park Space
- Building Entry
- Parking & Service Entry
- Parking & Service Entry (Below Viaduct)

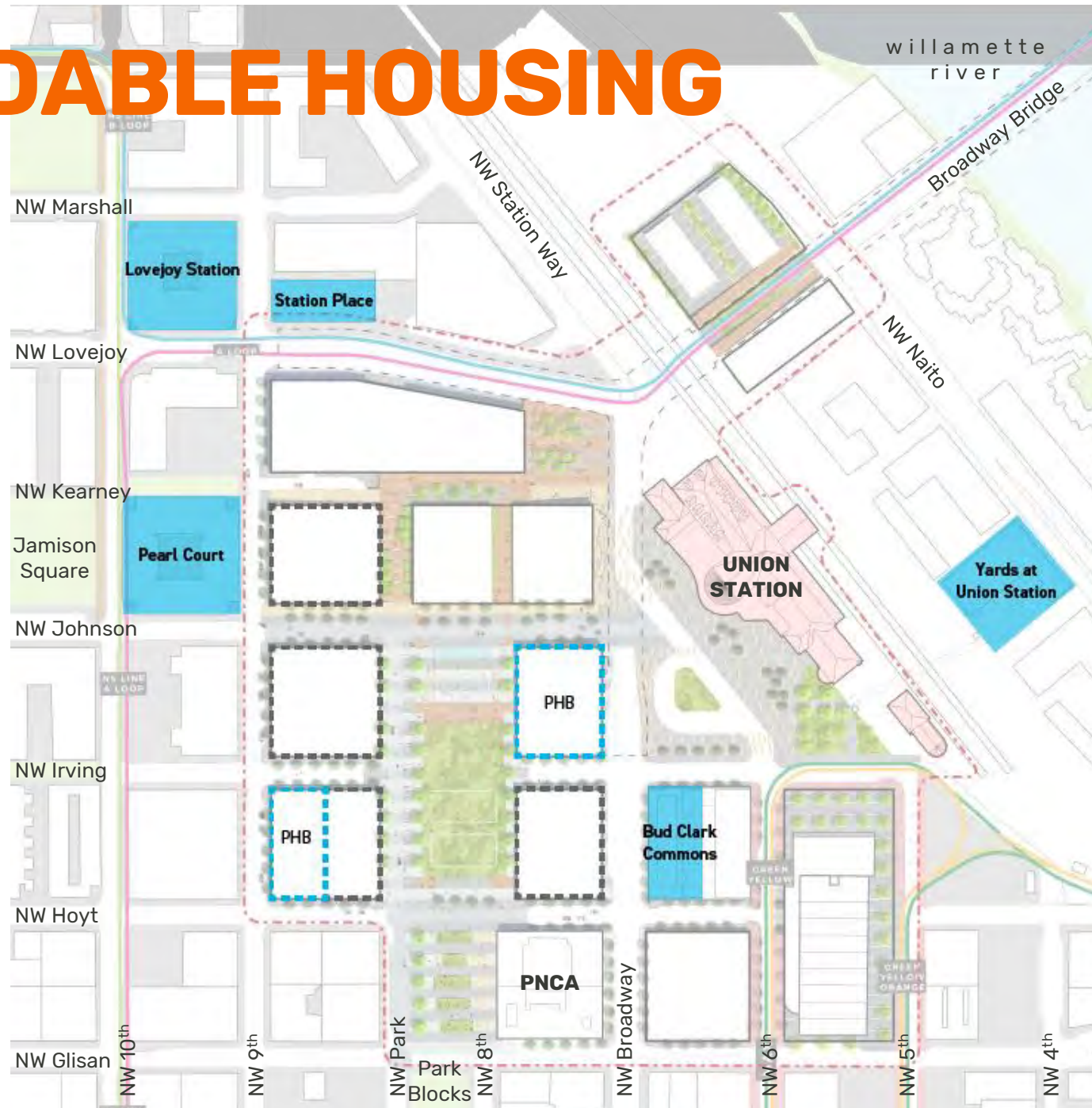


# AFFORDABLE HOUSING

- PHB to own two parcels totaling approximately 50,000 SF and anticipated to accommodate approximately 530 units
- Inclusionary housing units to be integrated in to market rate residential development






## LEGEND

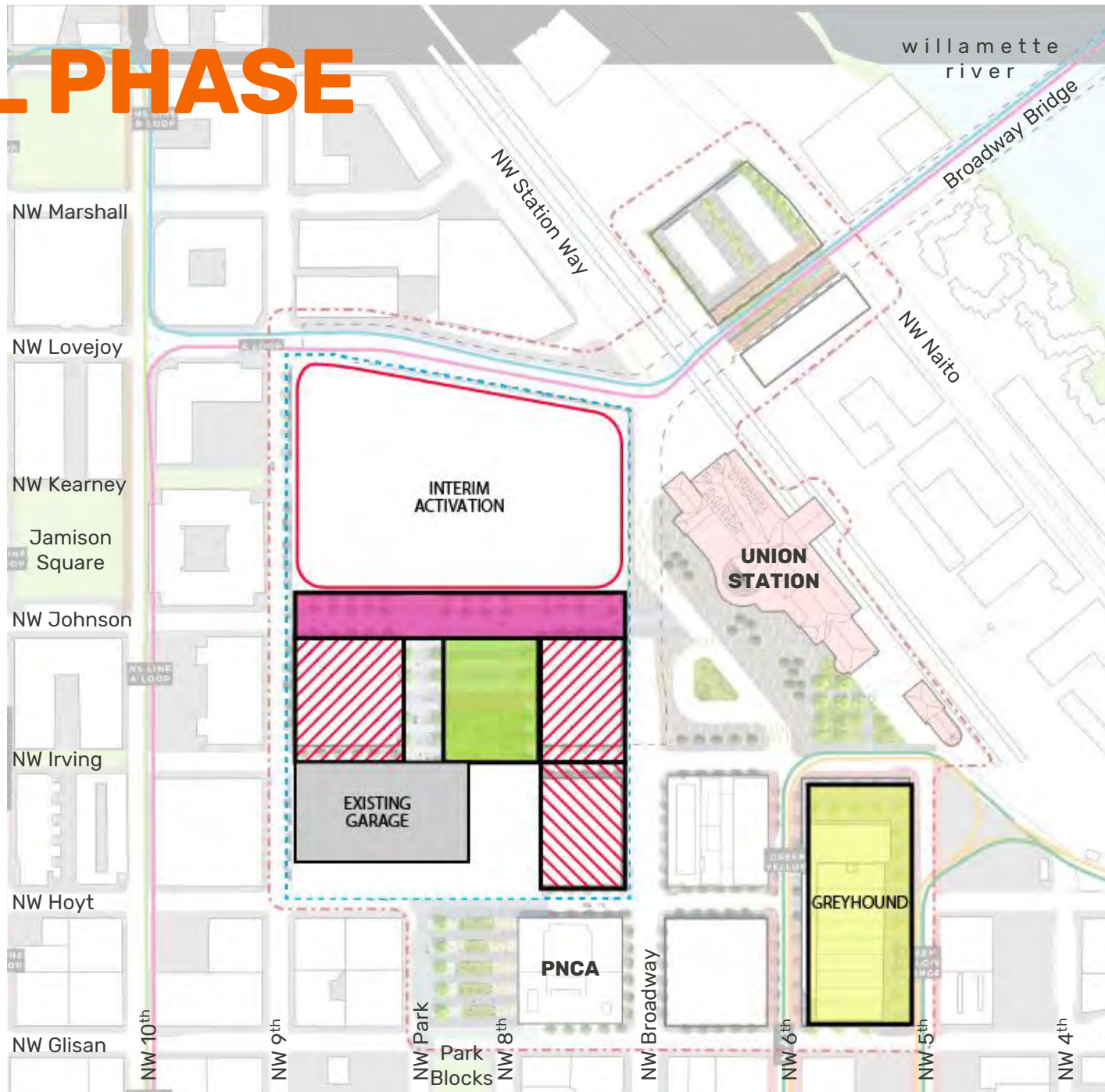
-  Existing affordable housing one-block adjacent to study area
-  Well-suited locations for Portland Housing Bureau (PHB)
-  Other suitable PHB locations



# INITIAL PHASE




## LEGEND

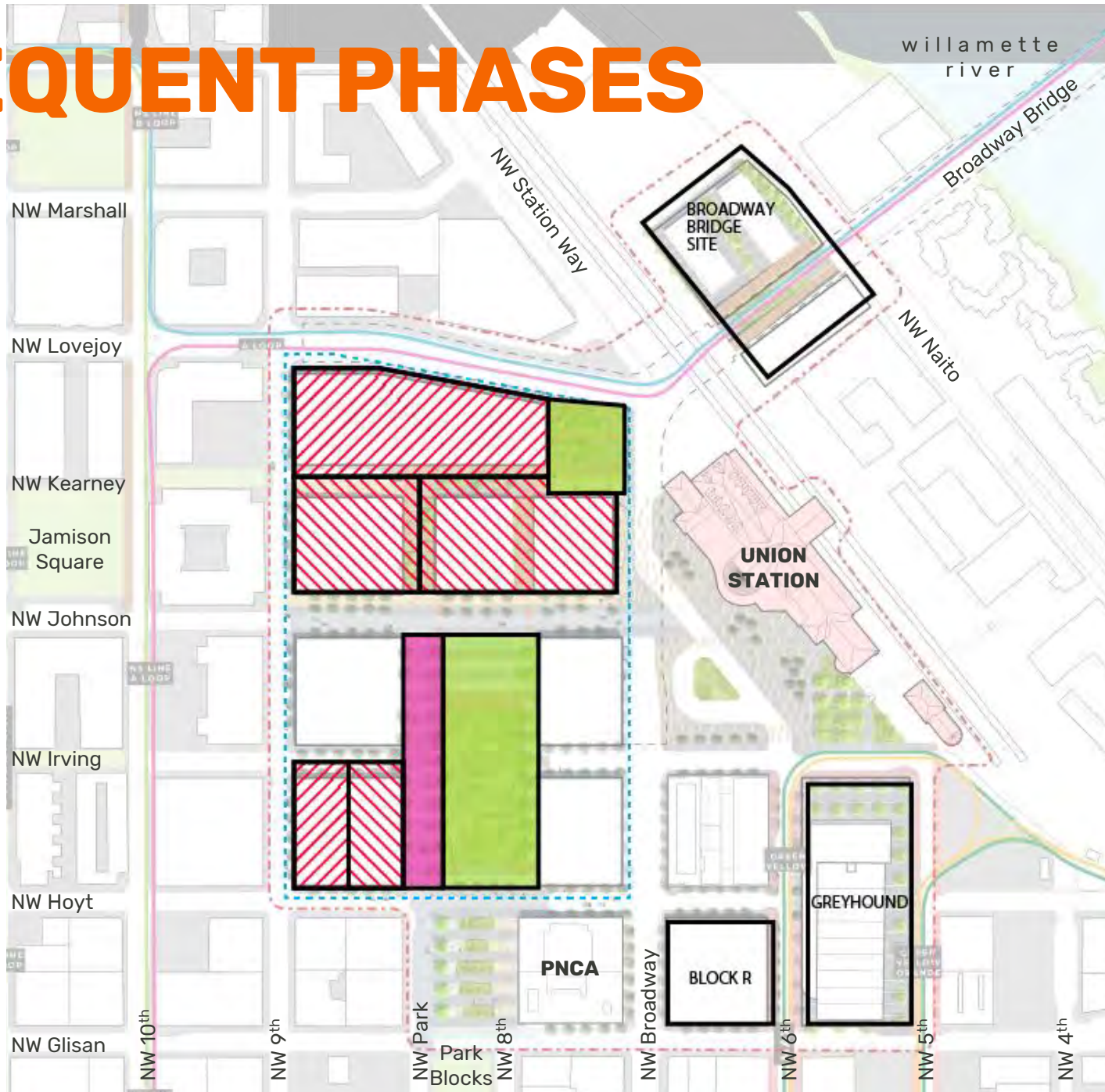
-  Existing parking garage
-  Development parcel
-  Park space
-  Public rights-of-way (ROW)
-  Greyhound to remain as today or utilize as adaptive reuse



# SUBSEQUENT PHASES

## LEGEND

-  Development parcel
-  Park space
-  Public rights-of-way (ROW)



# PUBLIC REALM

Union Station

NW Lovejoy

NW Broadway

PNCA





Willamette River

# MASSING

Union Station

PNCA





# PUBLIC REALM



PNCA

NW Broadway

Union Station

NW Lovejoy

Broadway Bridge

Station Way



# MASSING



PNCA

Union Station

NW Broadway

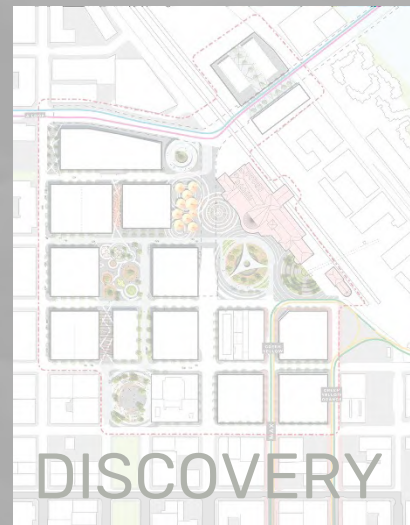
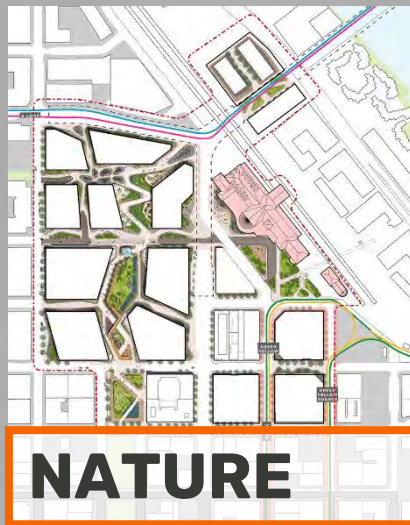
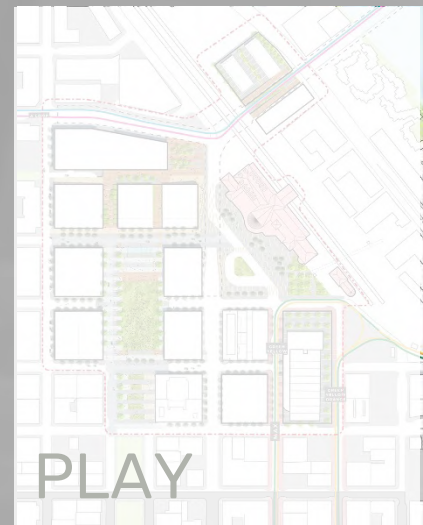
NW Lovejoy

Broadway Bridge

Station Way



PLAN



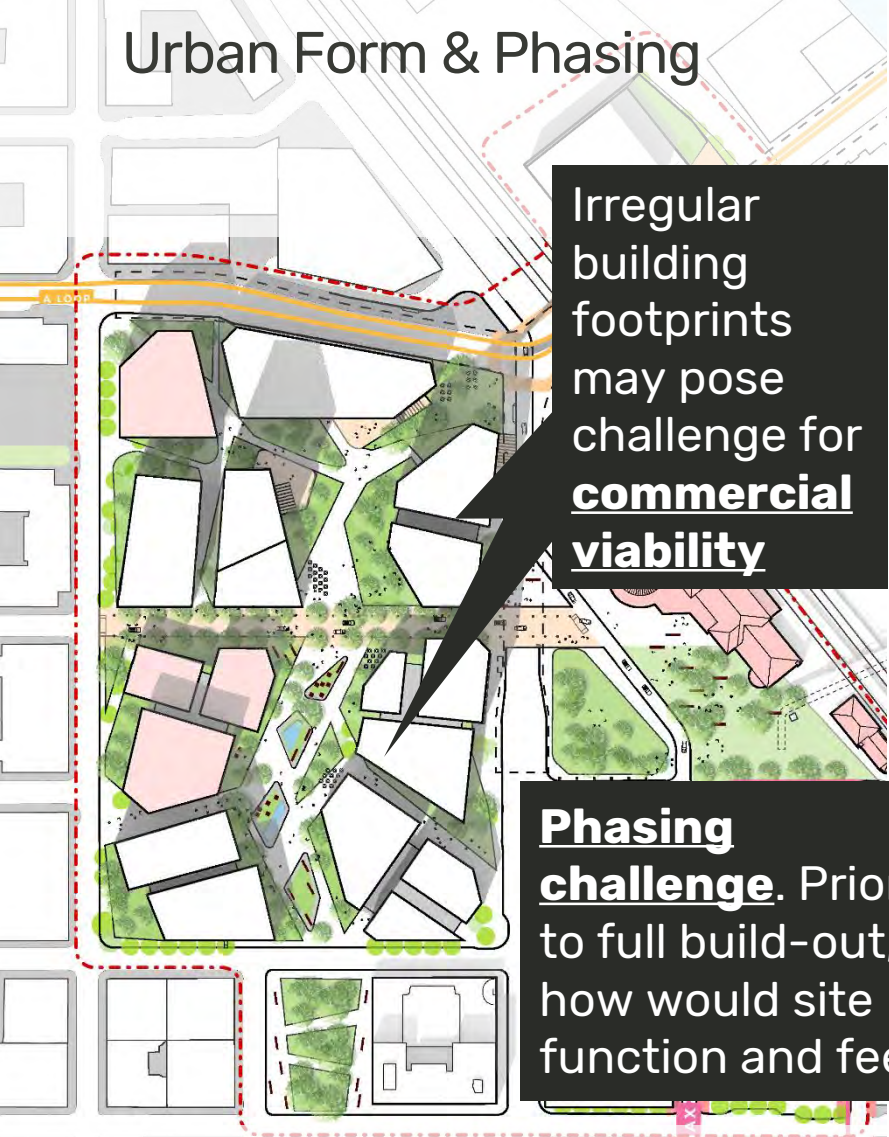
# Concept Refinement

## TABLE OF CONTENTS

- I. Feedback Received
- II. Key Themes
- III. NATURE in a nutshell
- IV. How Does NATURE Meet Guiding Principles
- V. Open Space
- VI. Connectivity: Bicycle Circulation & Program and Access
- VII. Affordable Housing
- VIII. Phasing
- IX. Massing

# FEEDBACK ON NATURE

## Urban Form & Phasing



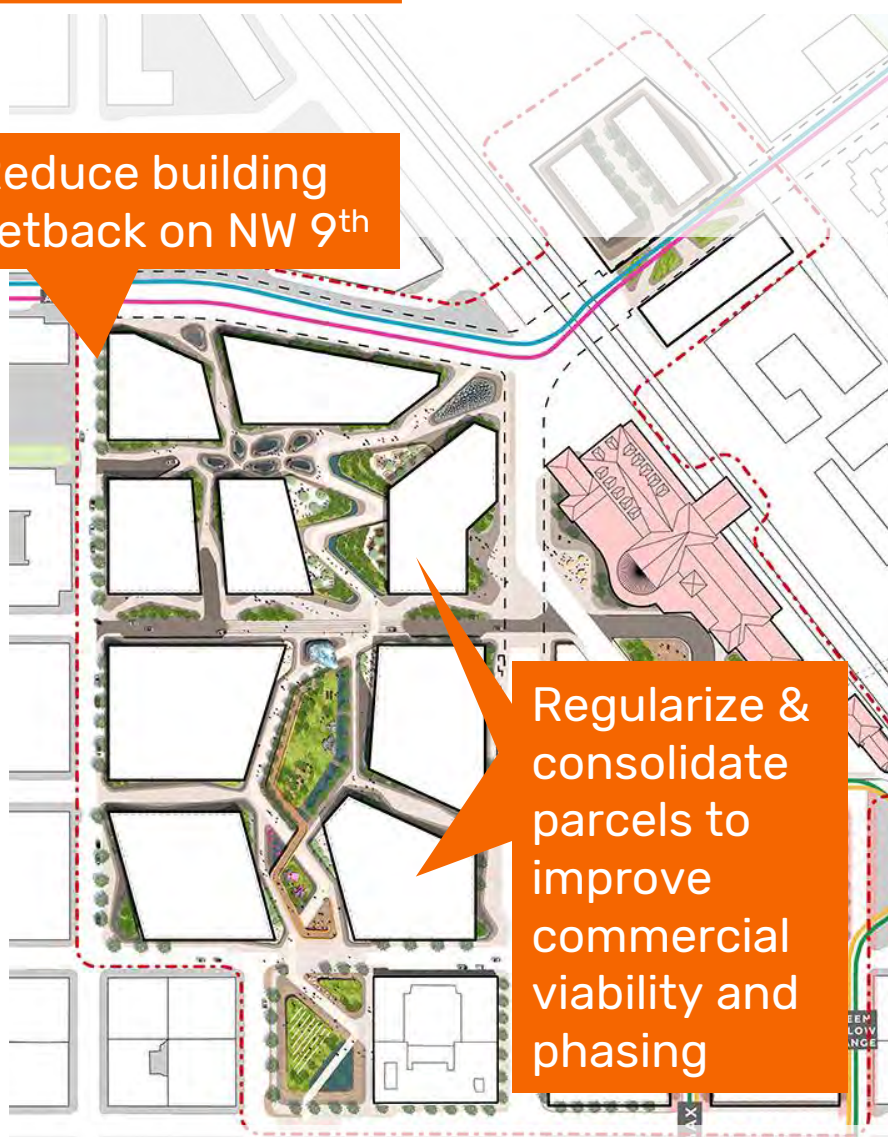
Irregular building footprints may pose challenge for **commercial viability**

The image shows a preliminary urban form concept for September. It features a grid of streets with irregular, non-rectangular building footprints. The buildings are colored in shades of pink and grey, and are interspersed with green spaces and trees. A red dashed line outlines the project boundary. A black callout box points to the irregular shapes of the buildings.

**Phasing challenge.** Prior to full build-out, how would site function and feel?

The image shows a preliminary urban form concept for September. It features a grid of streets with irregular, non-rectangular building footprints. The buildings are colored in shades of pink and grey, and are interspersed with green spaces and trees. A red dashed line outlines the project boundary. A black callout box points to the irregular shapes of the buildings.

Preliminary Concept for September



Reduce building setback on NW 9<sup>th</sup>

The image shows a refined urban form concept for November. It features a grid of streets with more regular, rectangular building footprints. The buildings are colored in shades of pink and grey, and are interspersed with green spaces and trees. A red dashed line outlines the project boundary. An orange callout box points to the building setback on NW 9th.

Regularize & consolidate parcels to improve commercial viability and phasing

The image shows a refined urban form concept for November. It features a grid of streets with more regular, rectangular building footprints. The buildings are colored in shades of pink and grey, and are interspersed with green spaces and trees. A red dashed line outlines the project boundary. An orange callout box points to the building setback on NW 9th.

Refined Concept for November

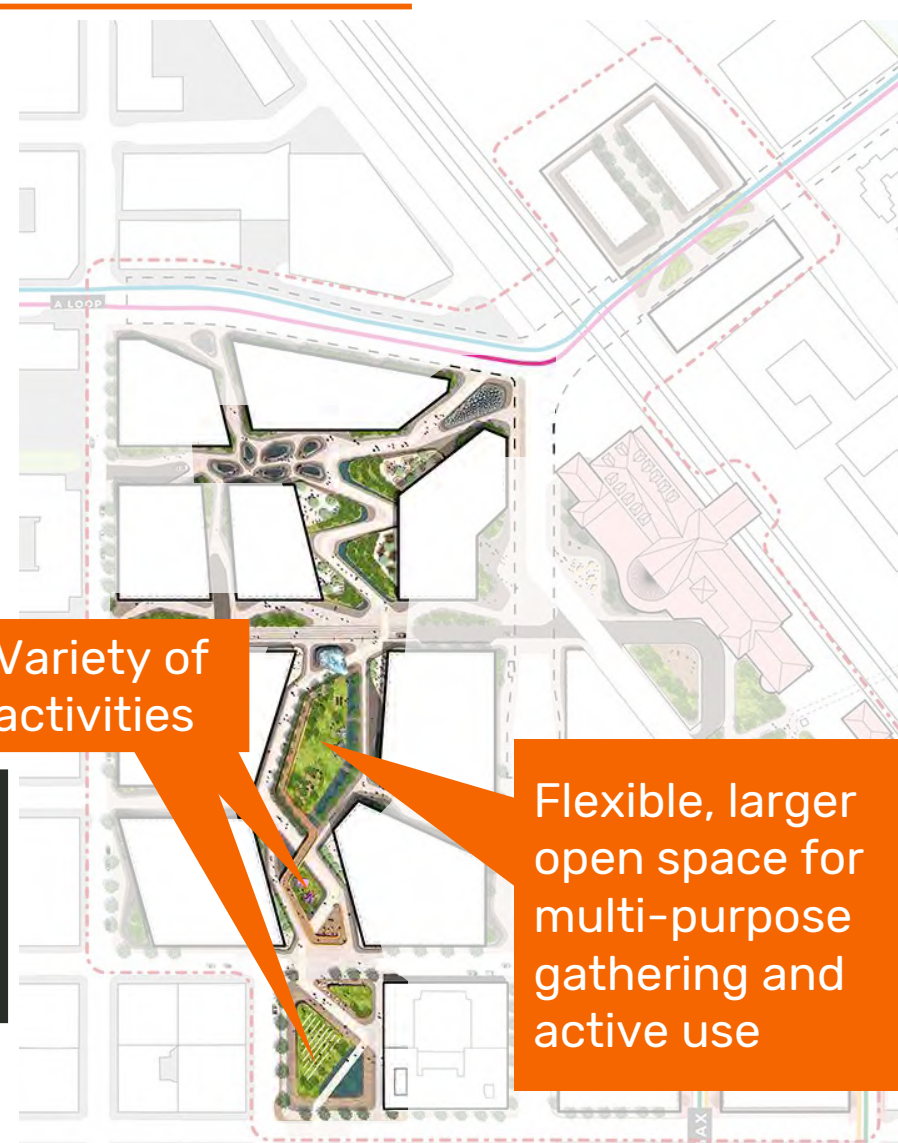
# FEEDBACK ON NATURE

Open Space



Fragmented spaces may not accommodate events, organic gathering

Preliminary Concept for September



Variety of activities

Flexible, larger open space for multi-purpose gathering and active use

Refined Concept for November

# FEEDBACK ON NATURE

## Green Loop and Open Space

Ensure Green Loop meets **universal design criteria**

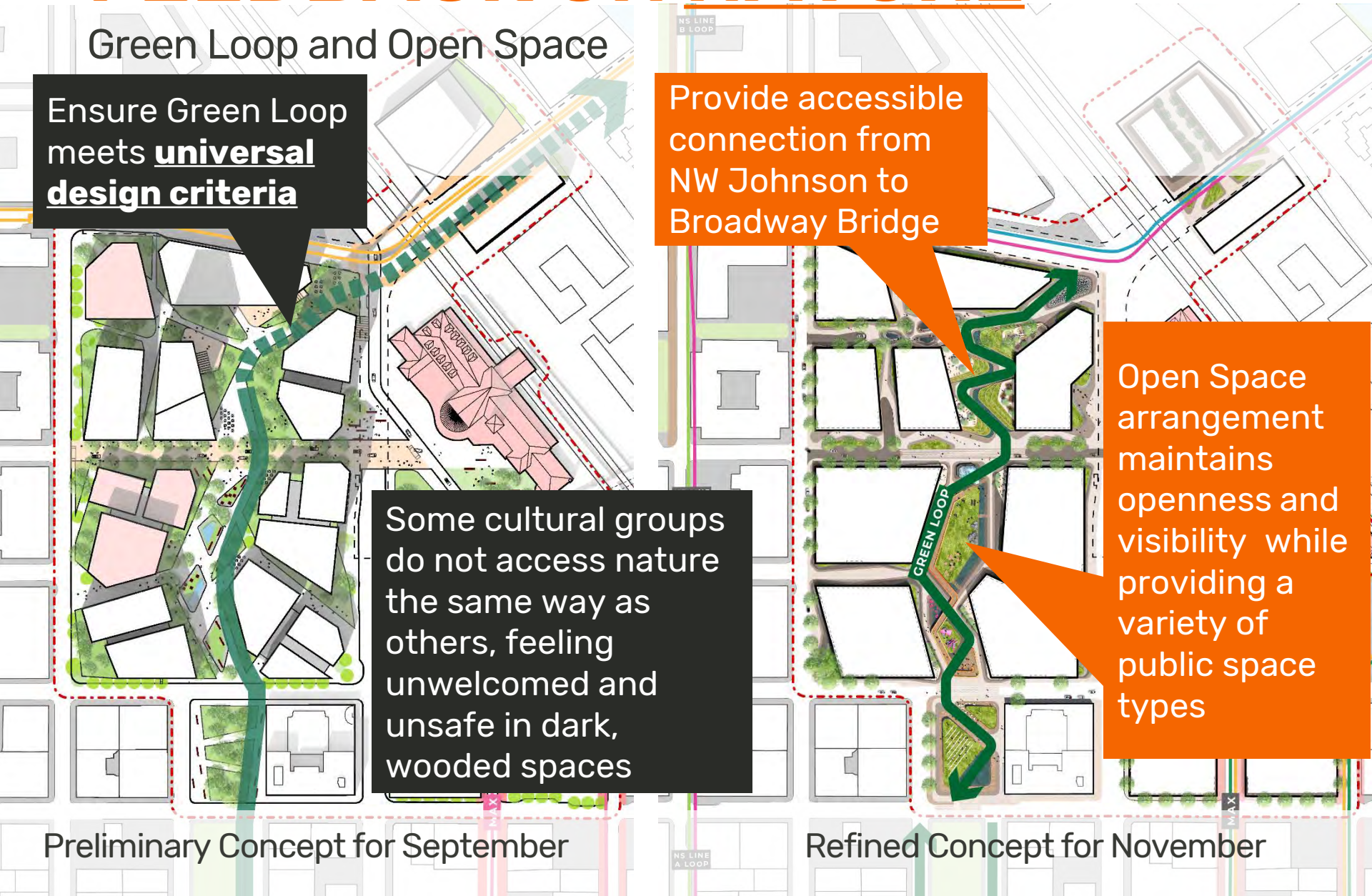
Provide accessible connection from NW Johnson to Broadway Bridge

Some cultural groups do not access nature the same way as others, feeling unwelcomed and unsafe in dark, wooded spaces

Open Space arrangement maintains openness and visibility while providing a variety of public space types

Preliminary Concept for September

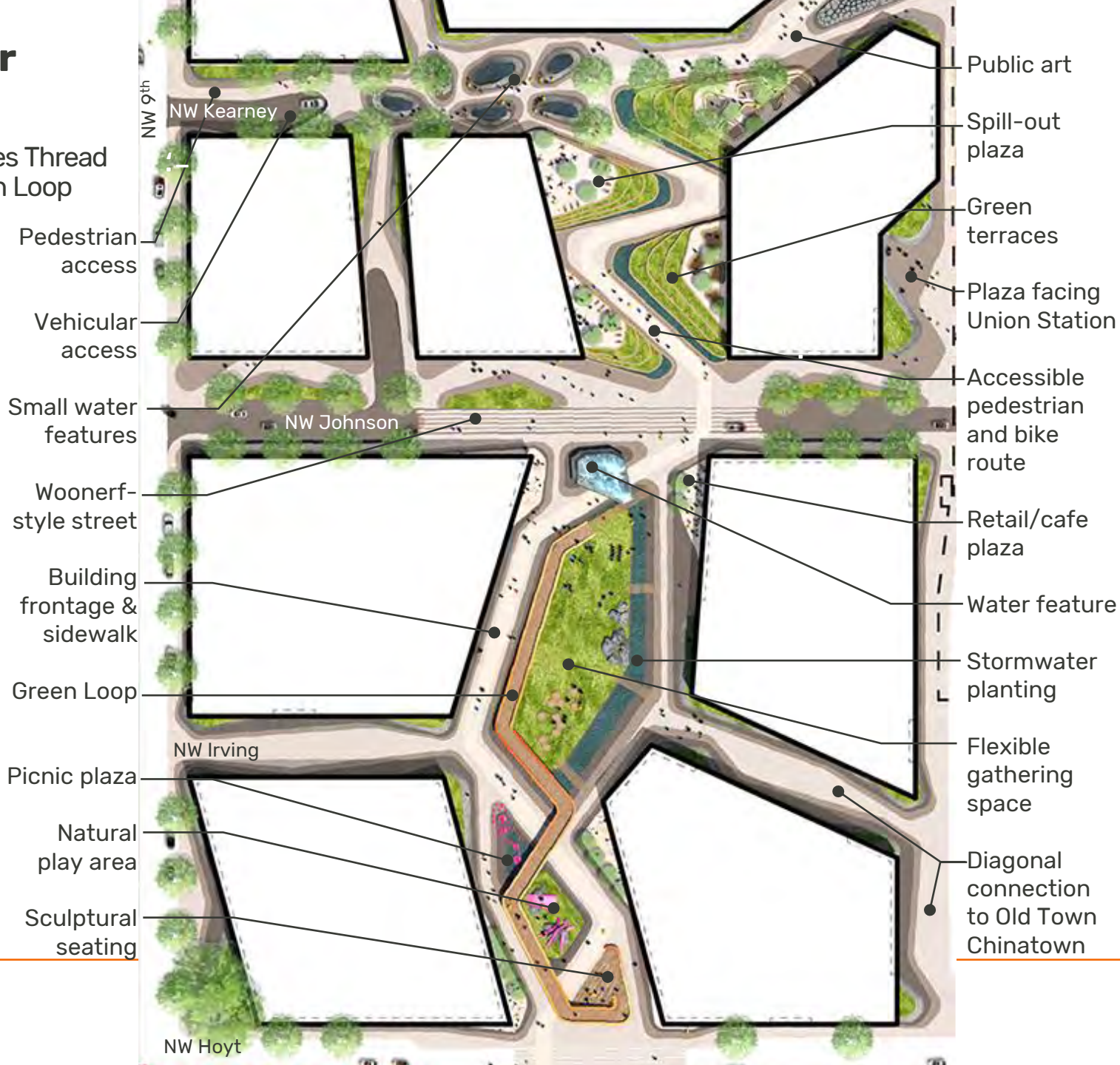
Refined Concept for November



# Organic Linear Open Space

with Different Activities Thread Through By The Green Loop

- Gradual and integral green loop transition to Broadway Bridge
- Connecting to outdoors and nature
- Opportunities for robust stormwater facilities



# NATURE

Key themes

Green Jobs

Iconic Architecture

Community Gardens

Connect to the River

**GREEN HEART**



**GATHERING SPACES**



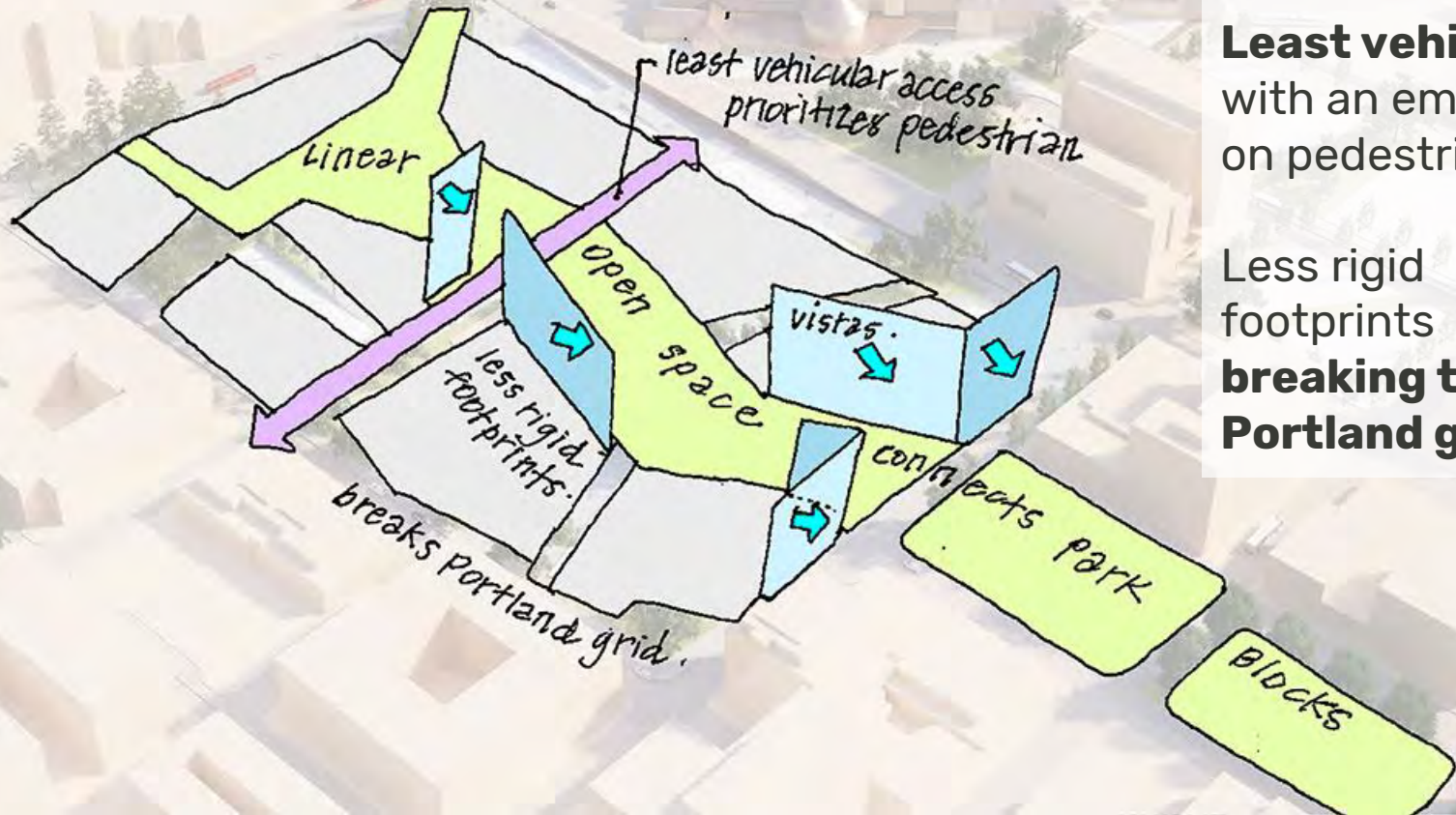
**SHIFT THE GRID**





# NATURE

In a 'nutshell'



**Linear open space connecting Park blocks** with framed vistas

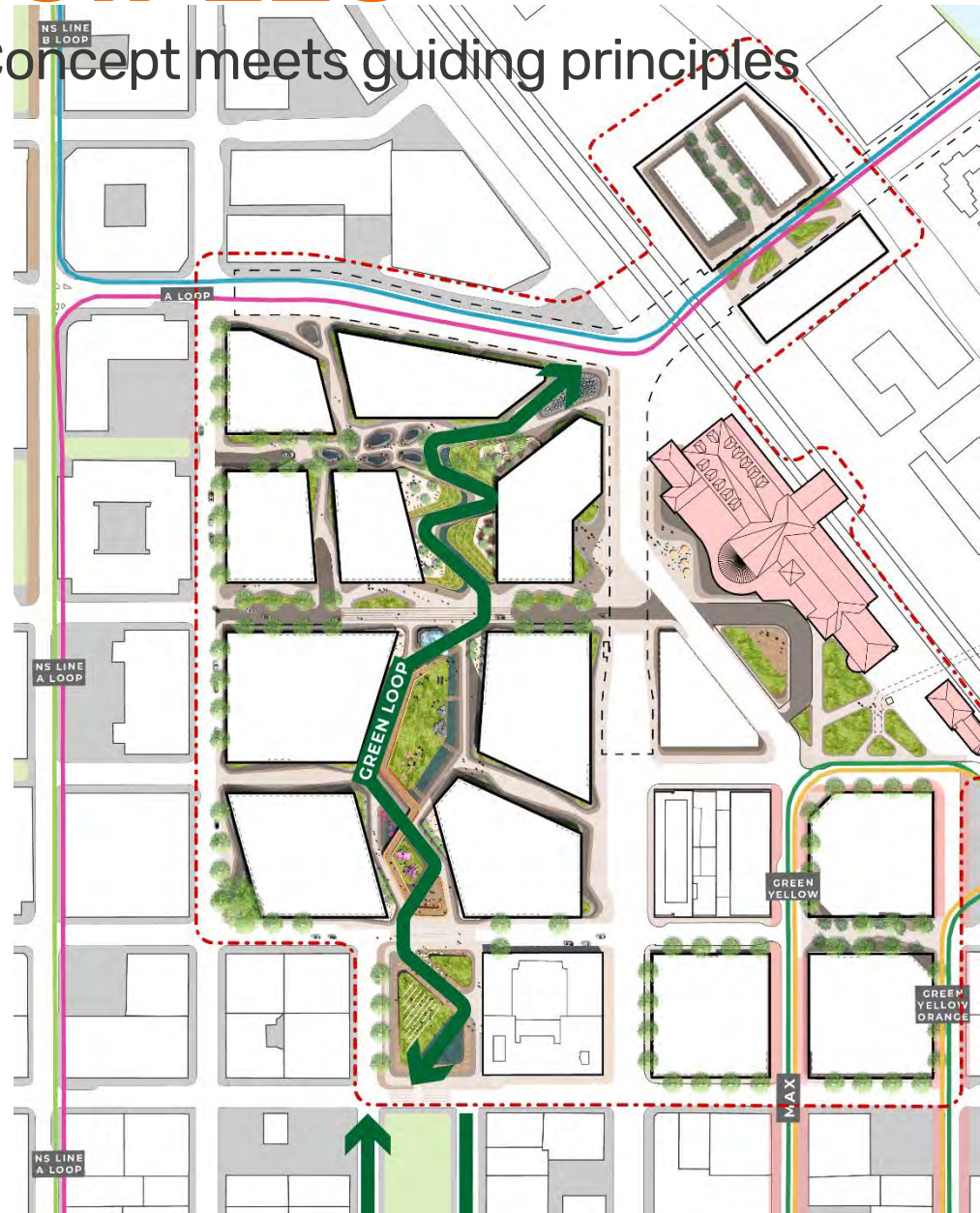
**Least vehicular** with an emphasis on pedestrians

Less rigid footprints **breaking the Portland grid**

# GUIDING PRINCIPLES

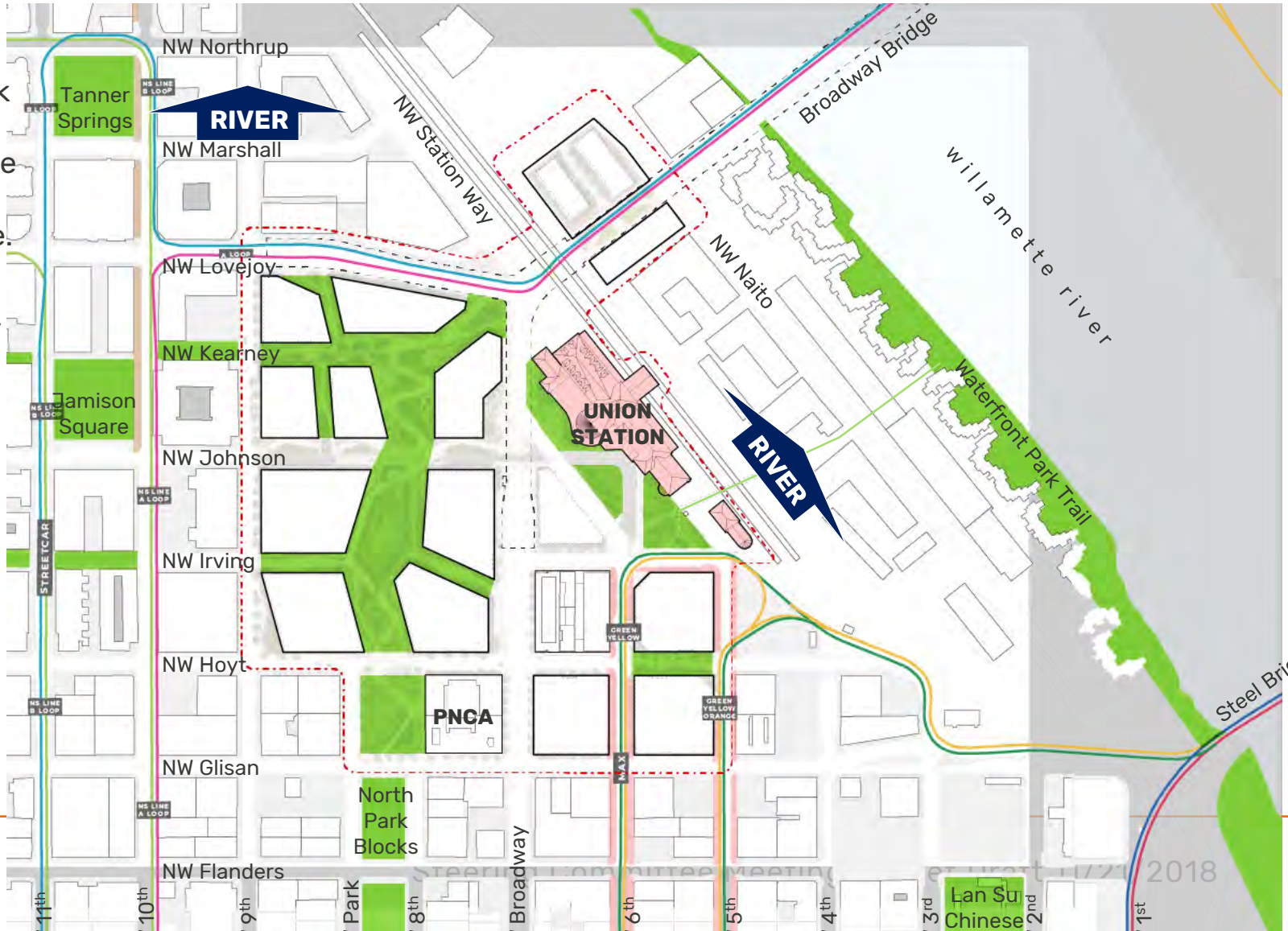
Highlights of how the Nature Concept meets guiding principles

- 1. Connected:** Most visible and direct Green Loop alignment; Pedestrian paths allow for diagonal movements through the site
- 2. Equitable:** Provides access to nature in the city for those who may currently or traditionally lack access.
- 3. Resilient:** Opportunity to visibly demonstrate leadership in sustainability.
- 4. Vibrant:** Opportunity for highly iconic urban design.



# OPEN SPACE NETWORK

- Extension of park blocks, contiguous all the way up to the Broadway Bridge.
- Experience characterized by rich native landscape, emphasizing biophilia, water and habitat.



**Broadway  
Corridor**

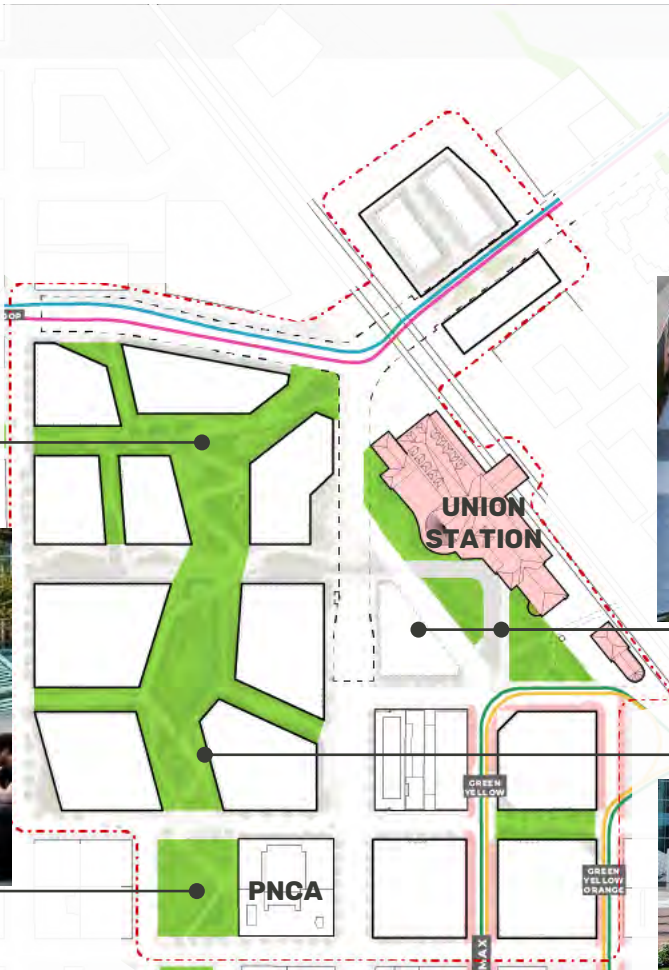
# OPEN SPACE CHARACTER



**FOOTHILLS**



**PNCA PLAZA**



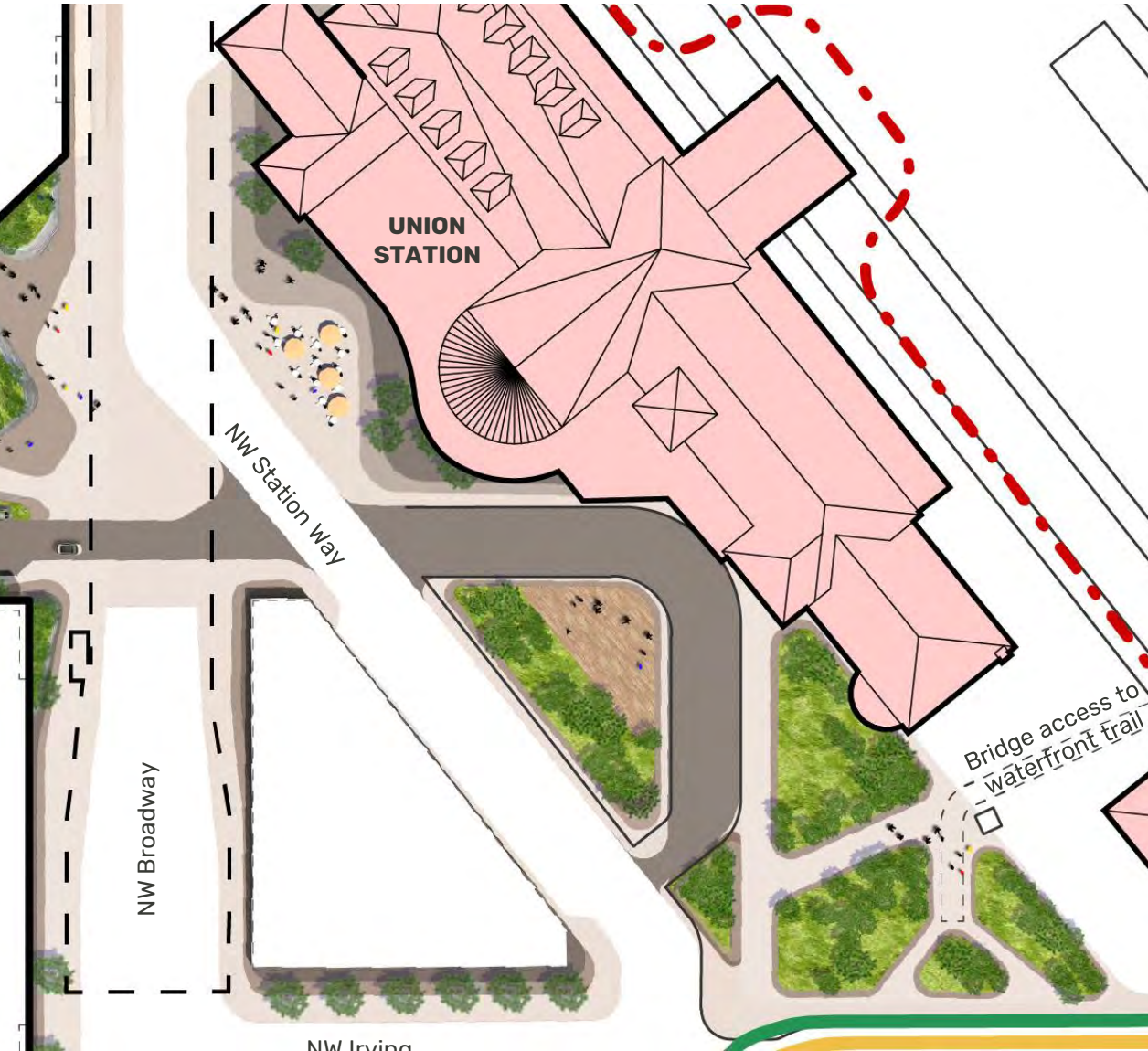
**UNION STATION PLAZA**

**MEADOW**



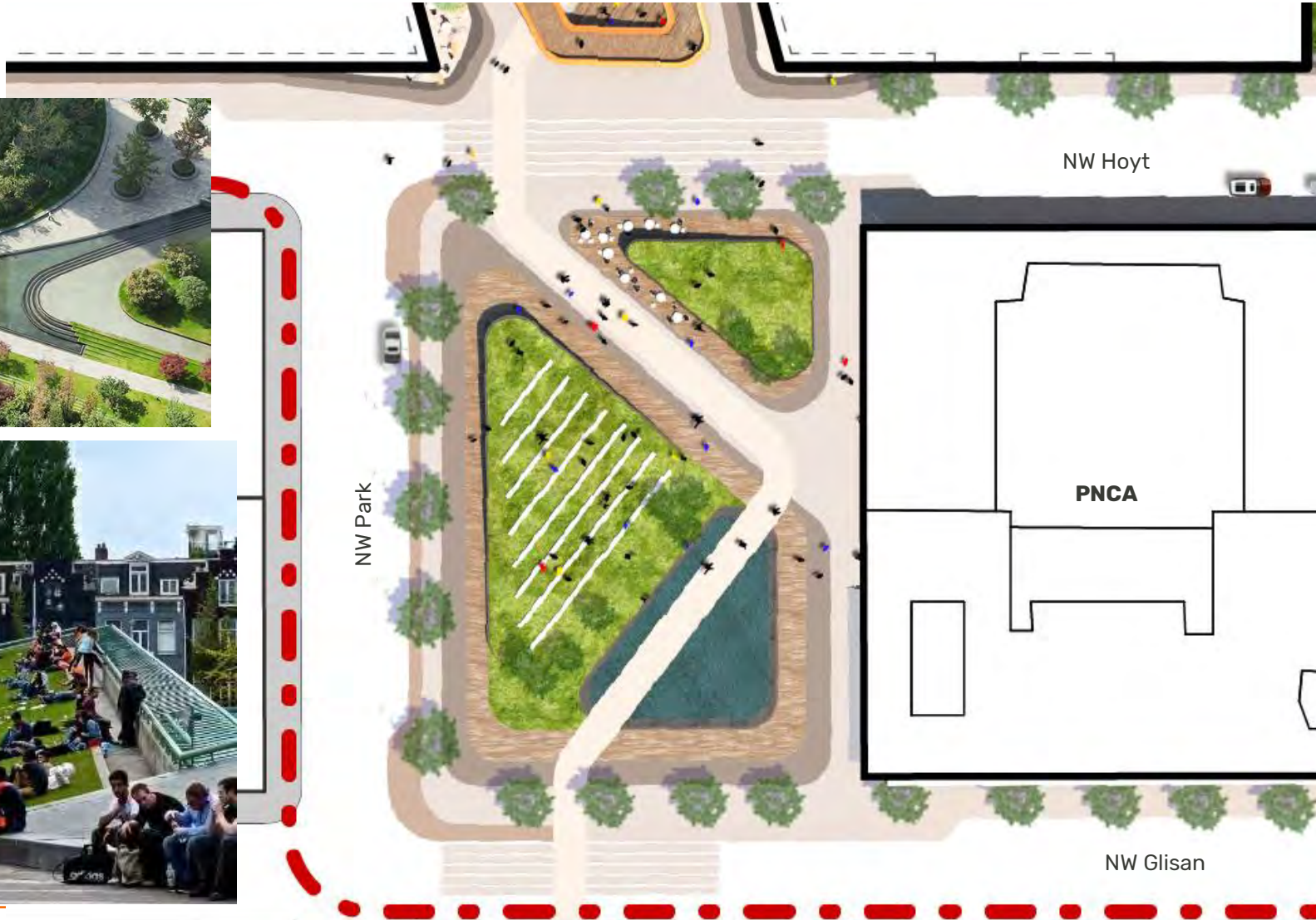
# UNION STATION PLAZA

Nature



# PNCA PLAZA

Nature



Broadway  
Corridor

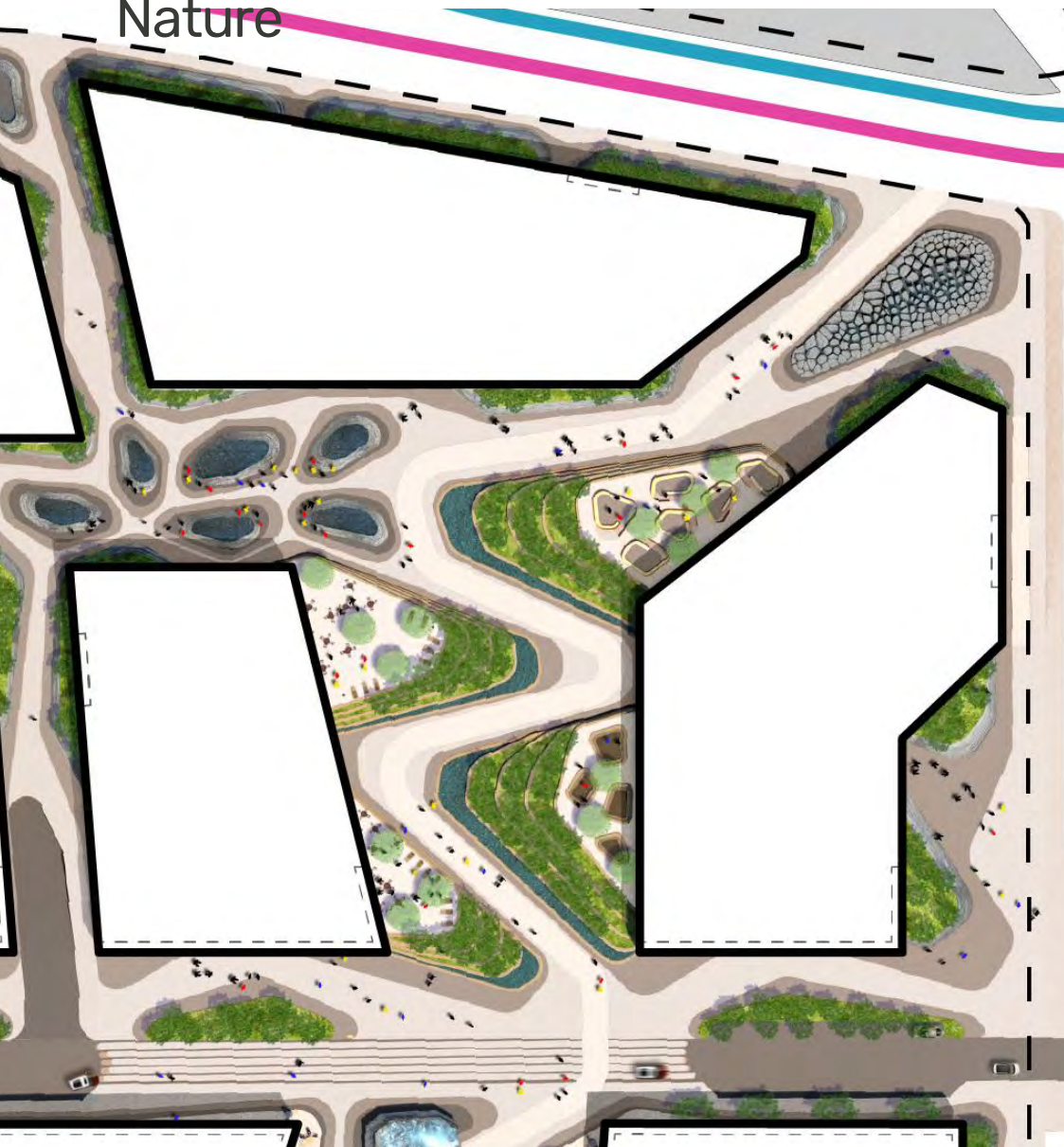
# MEADOW

Nature



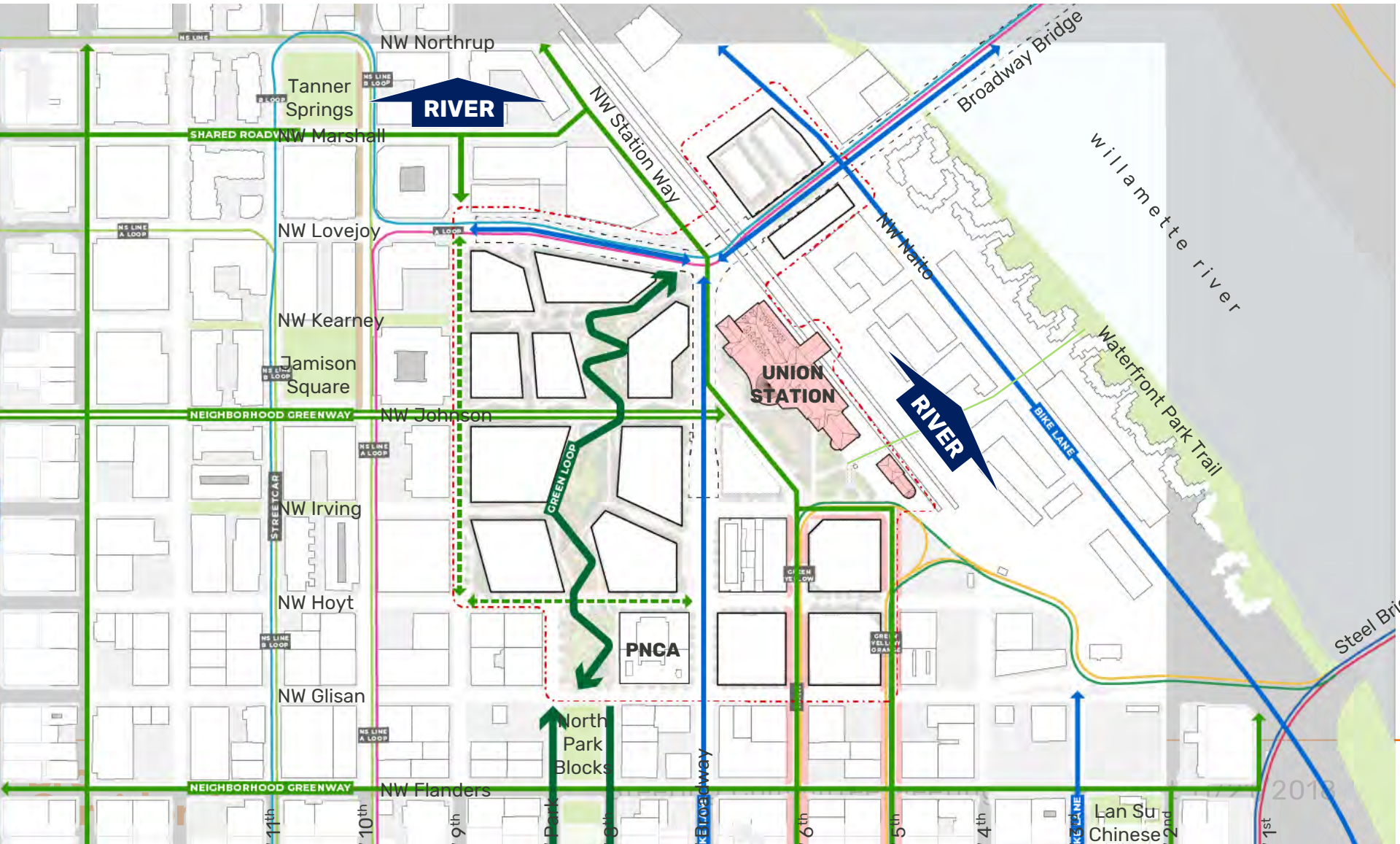
# FOOTHILLS

Nature





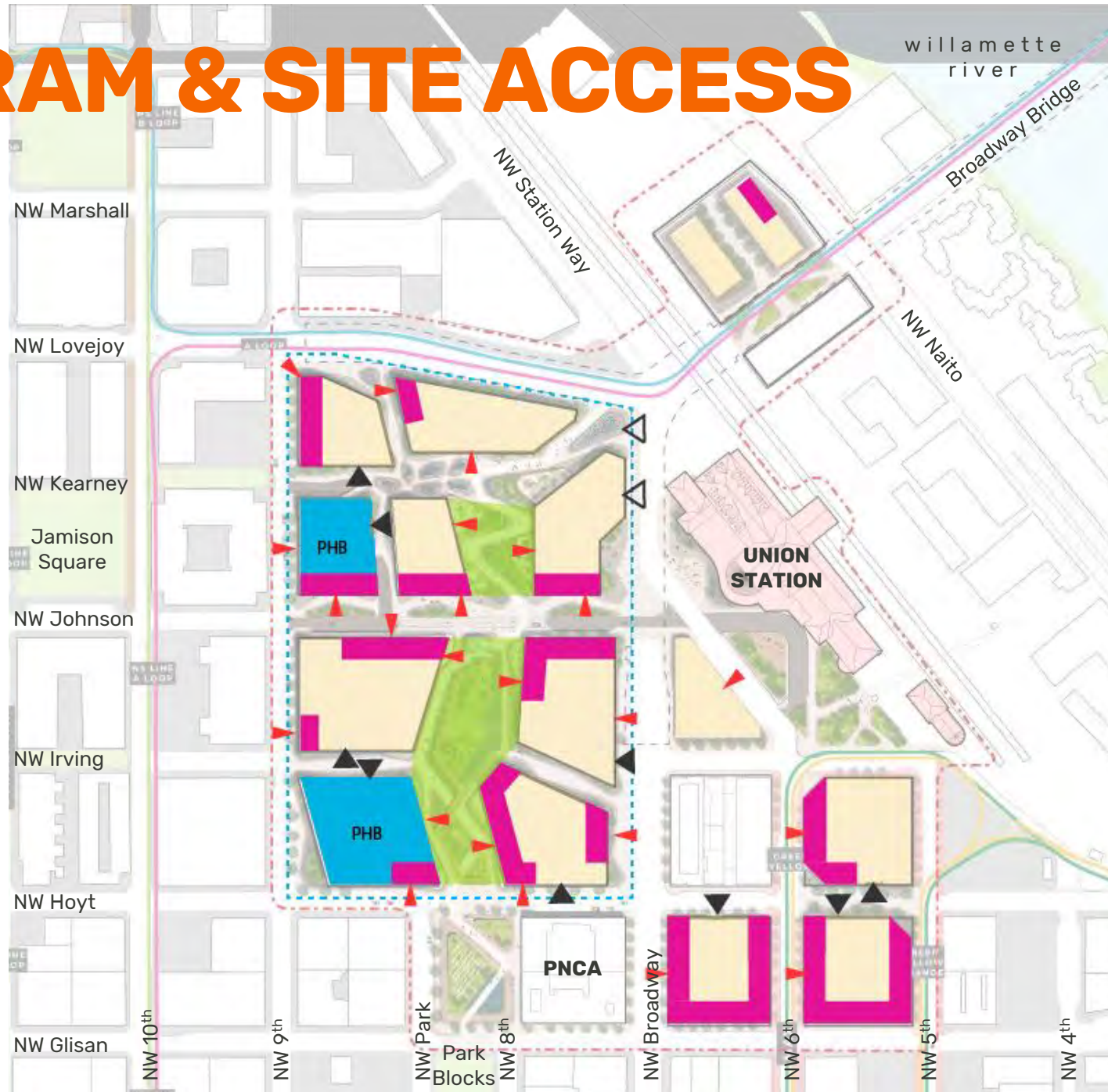
# BICYCLE CIRCULATION



# PROGRAM & SITE ACCESS

## LEGEND




- Active ground floor use
- Development parcel
- PHB
- Park Space
- Building Entry
- Parking & Service Entry
- Parking & Service Entry (Below Viaduct)

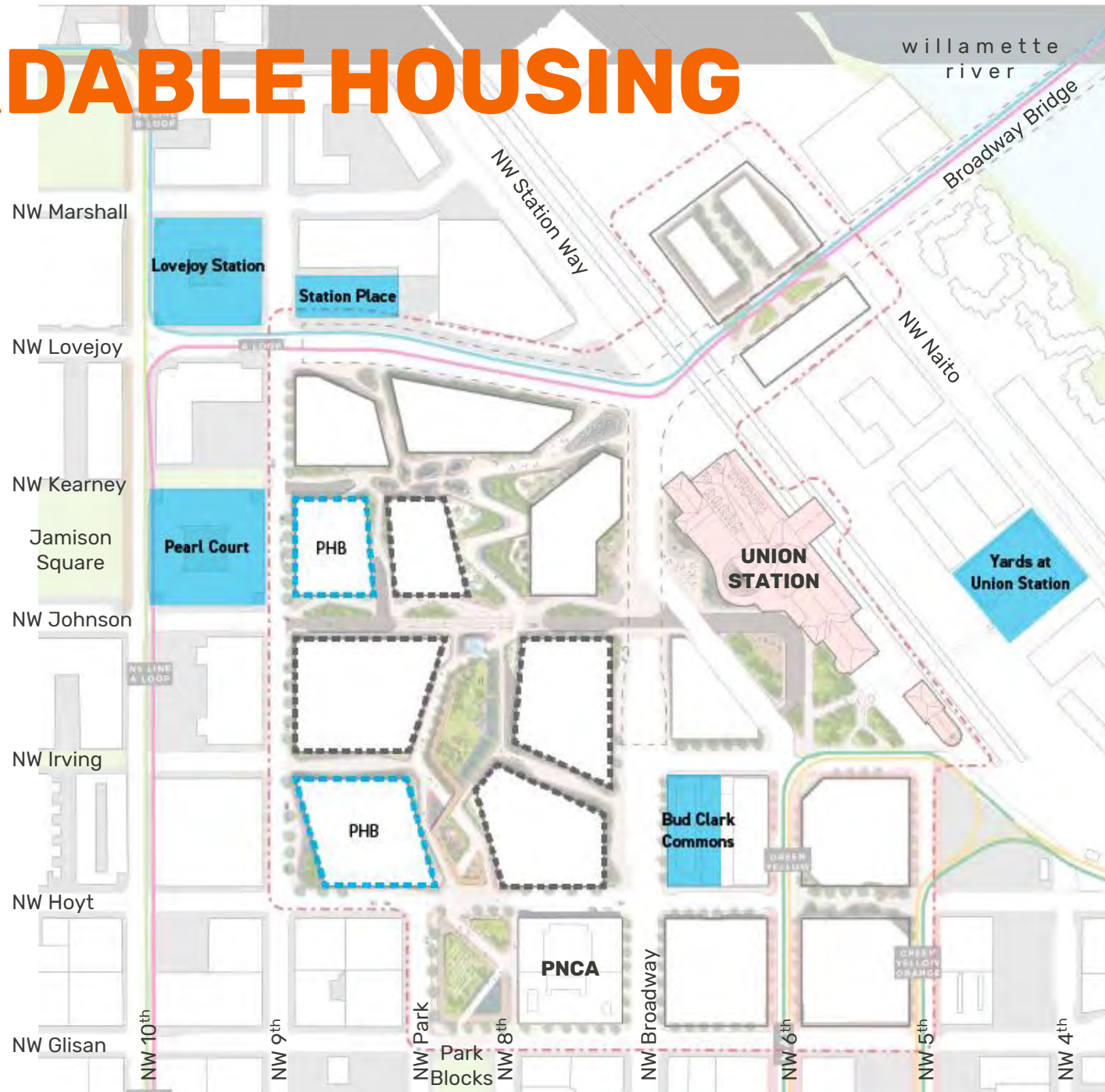


# AFFORDABLE HOUSING

- PHB to own two parcels totaling approximately 50,000 SF and anticipated to accommodate approximately 530 units
- Inclusionary housing units to be integrated in to market rate residential development






## LEGEND

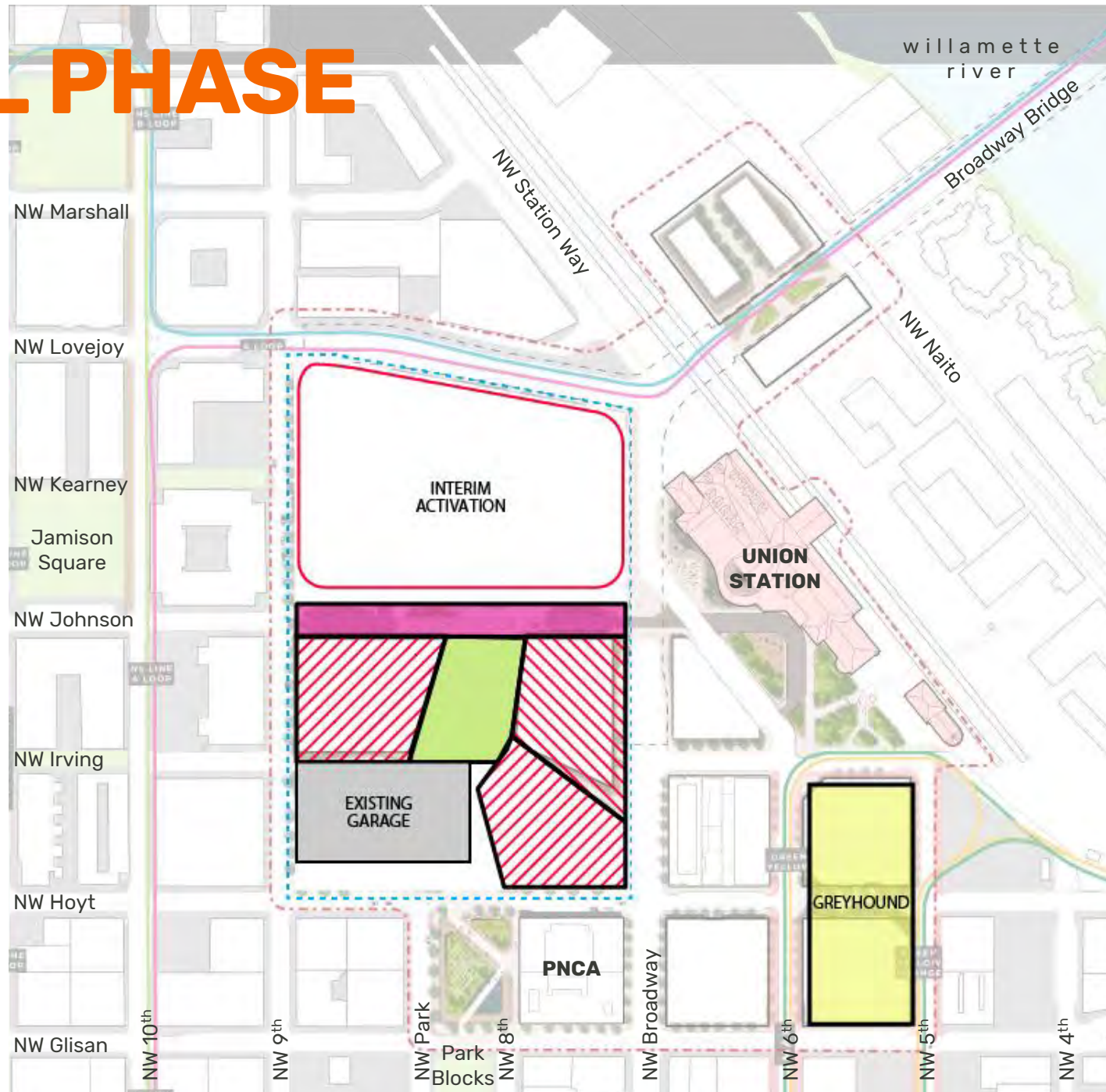
-  Existing affordable housing one-block adjacent to study area
-  Well-suited locations for Portland Housing Bureau (PHB)
-  Other suitable PHB locations



# INITIAL PHASE




## LEGEND

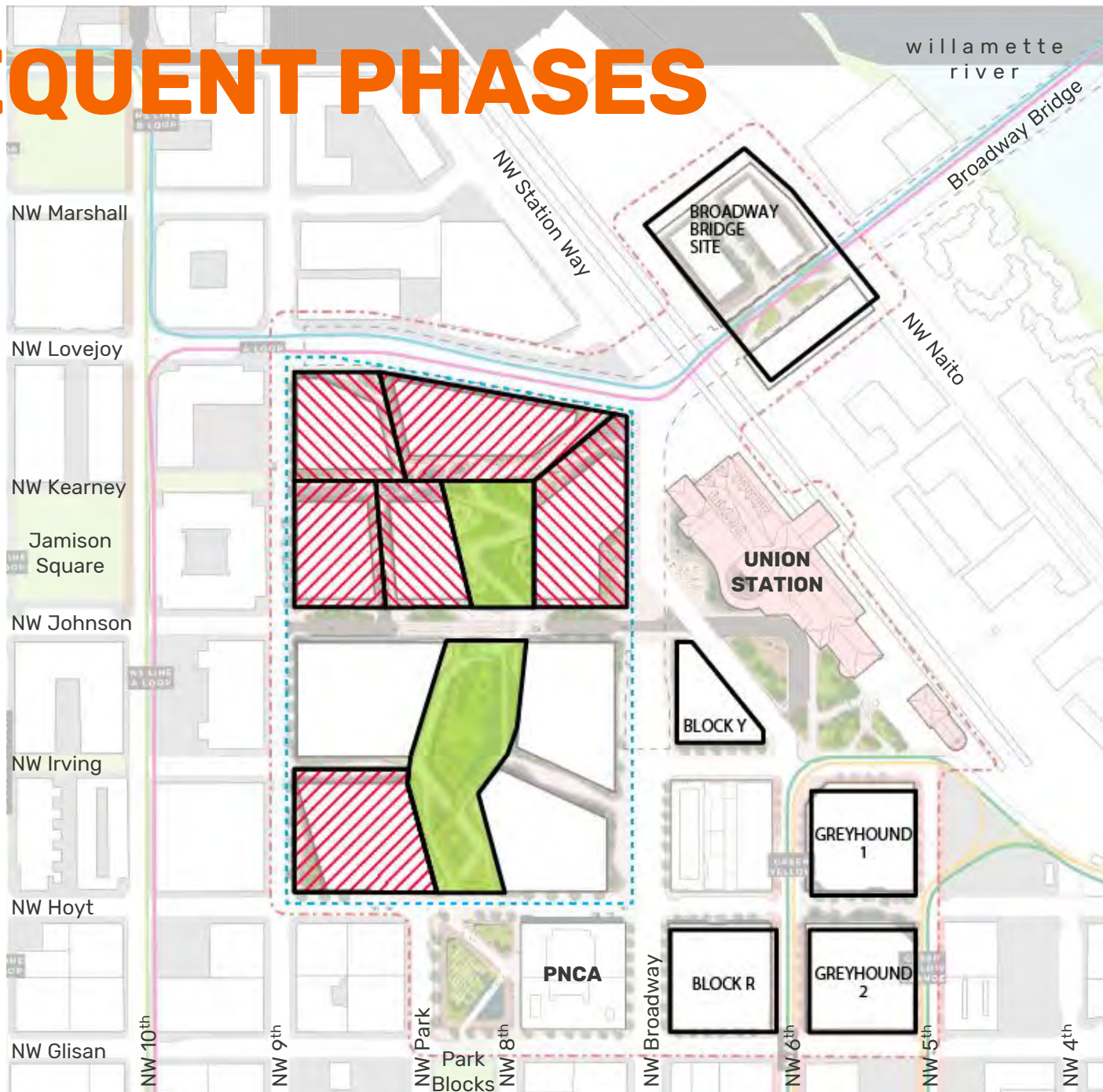
-  Existing parking garage
-  Development parcel
-  Park space
-  Public rights-of-way (ROW)
-  Greyhound to remain as today or utilize as adaptive reuse



# SUBSEQUENT PHASES

## LEGEND

-  Development parcel
-  Park space
-  Public rights-of-way (ROW)



# PUBLIC REALM

Willa  
Wil



Union Station  
Union Station

NW Lovejoy  
NW Lovejoy

NW Broadway

PNCA  
PNC



# MASSING

Willa

Union Station

PNCA



# PUBLIC REALM



PNCA

Union Station

NW Broadway

NW Lovejoy

Broadway Bridge

Station Way





# MASSING



PNCA

Union Station

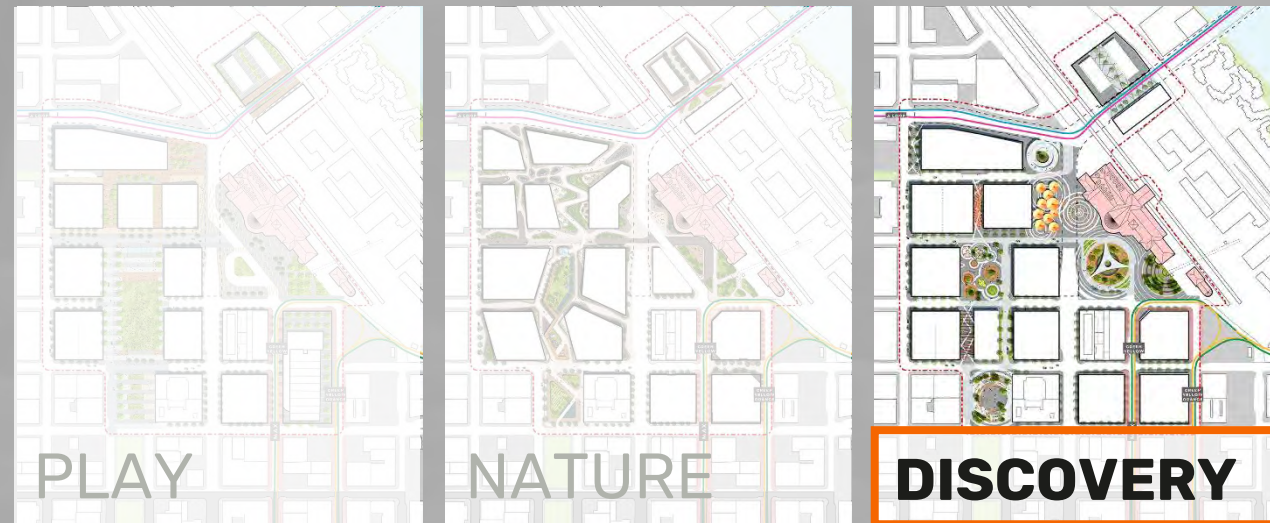
NW Broadway

NW Lovejoy

Broadway Bridge

Station Way

N



# Concept Refinement

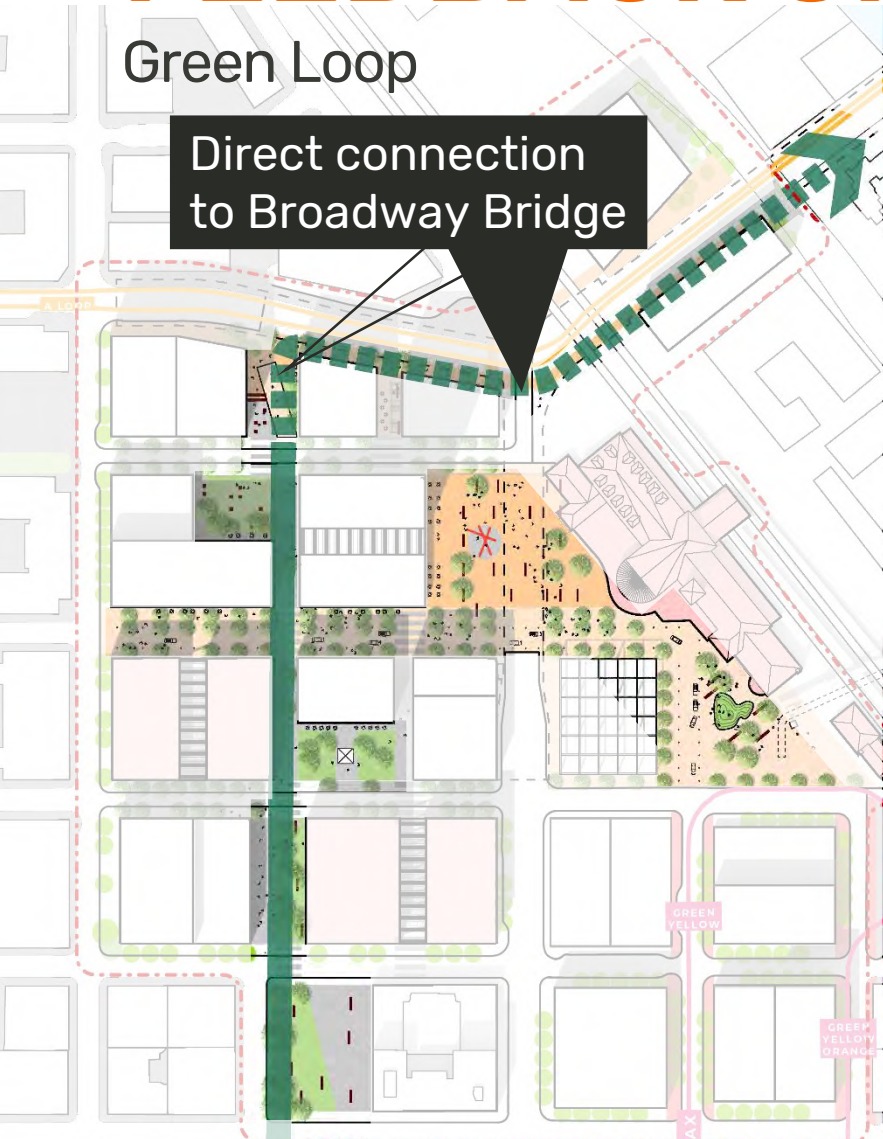
## TABLE OF CONTENTS

- I. Feedback Received
- II. Key Themes
- III. DISCOVERY in a nutshell
- IV. How Does DISCOVERY Meet Guiding Principles
- V. Open Space
- VI. Connectivity: Bicycle Circulation & Program and Access
- VII. Affordable Housing
- VIII. Phasing
- IX. Massing

# FEEDBACK ON DISCOVERY

Green Loop

Direct connection  
to Broadway Bridge



Preliminary Concept for September

Engineering Con

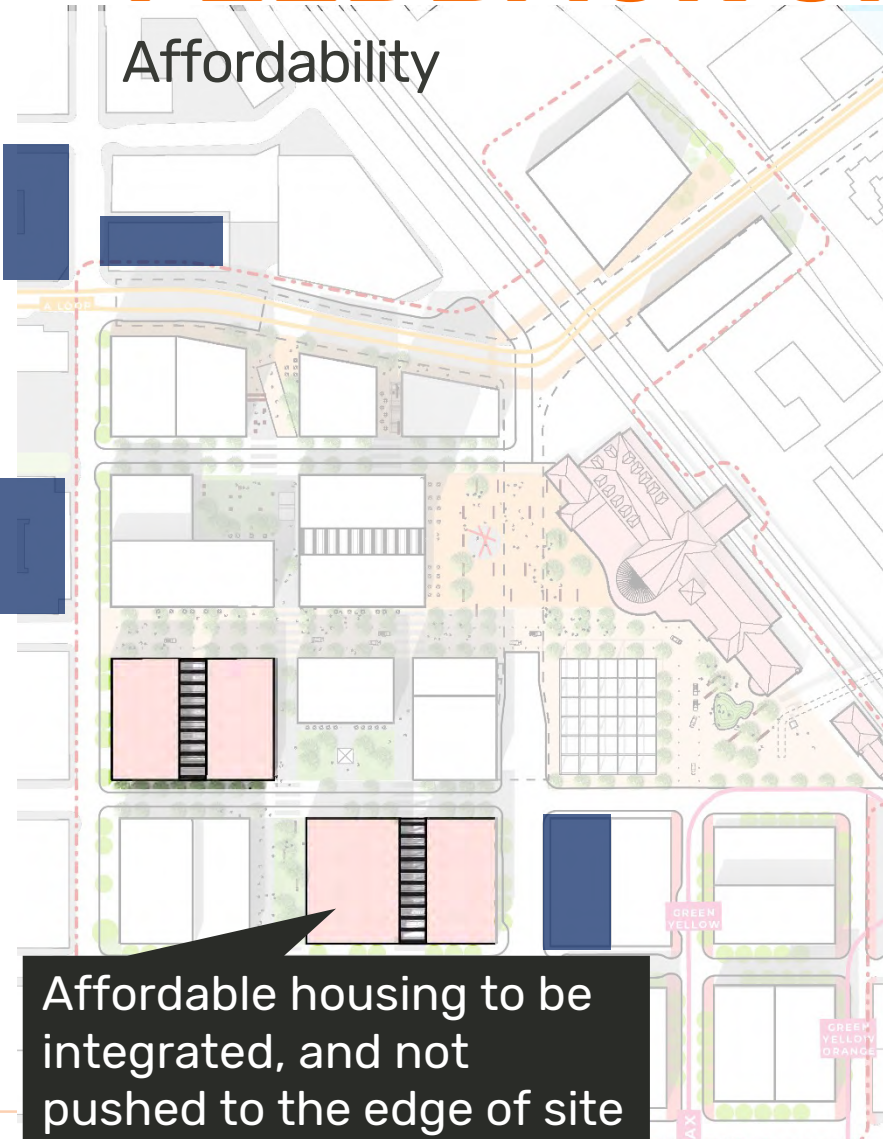
Direct connection  
to Broadway Bridge  
through spiral helix



Refined Concept for November

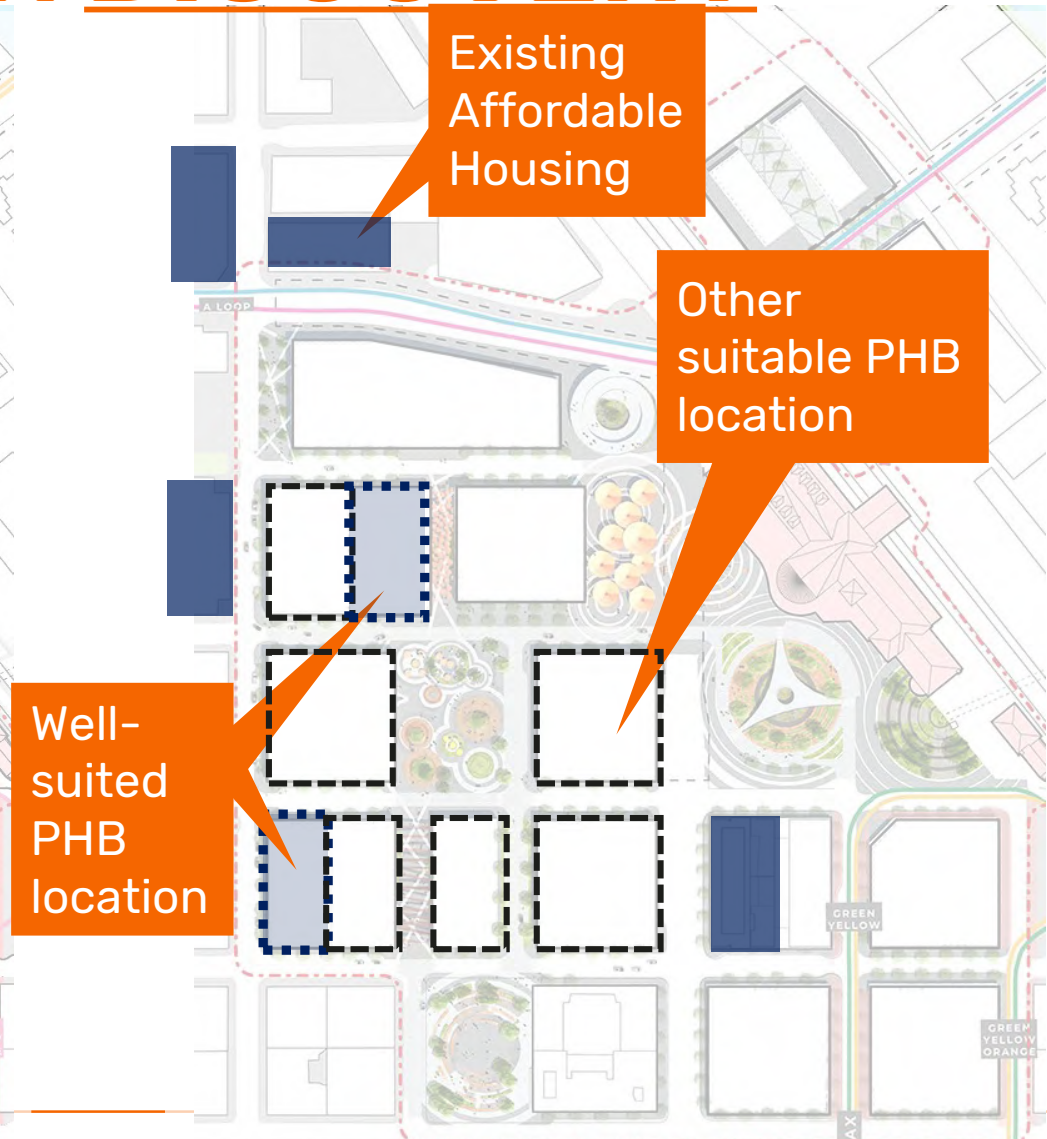
# FEEDBACK ON DISCOVERY

Affordability



Affordable housing to be integrated, and not pushed to the edge of site

Preliminary Concept for September



Existing Affordable Housing

Other suitable PHB location

Well-suited PHB location

Refined Concept for November

# FEEDBACK ON DISCOVERY

## Open Space

Small spaces likely become exclusive

Fewer, larger, open spaces, consolidated along green loop

Union Station drop-off/pick-up with art or active open space opportunity

Too fractured, turns back on Park Blocks, needs grand public space

Strengthen north-south park blocks by extending 8<sup>th</sup> Ave.

Preliminary Concept for September

Working Concept

Refined Concept for November

# Distributed Open Space

with Different Activities of Diverse Character



Overlook/playful pedestrian and bike connection to Broadway Bridge

NW Kearney

Art installation

Market plaza extends from building face to under viaduct to face of Union Station

Car-free area

NW Johnson

Outdoor seating

Games/play area

Art installation

NW Park

Woonerf-style street  
Iconic welcoming plaza

NW Irving

Improved pedestrian access to pedestrian bridge

NW Broadway

NW Hoyt

NW 6th

GREEN YELLOW

# DISCOVERY

Key themes

Link Old  
Town/  
Chinatown  
to Pearl

Independent  
Retail

Community  
Market

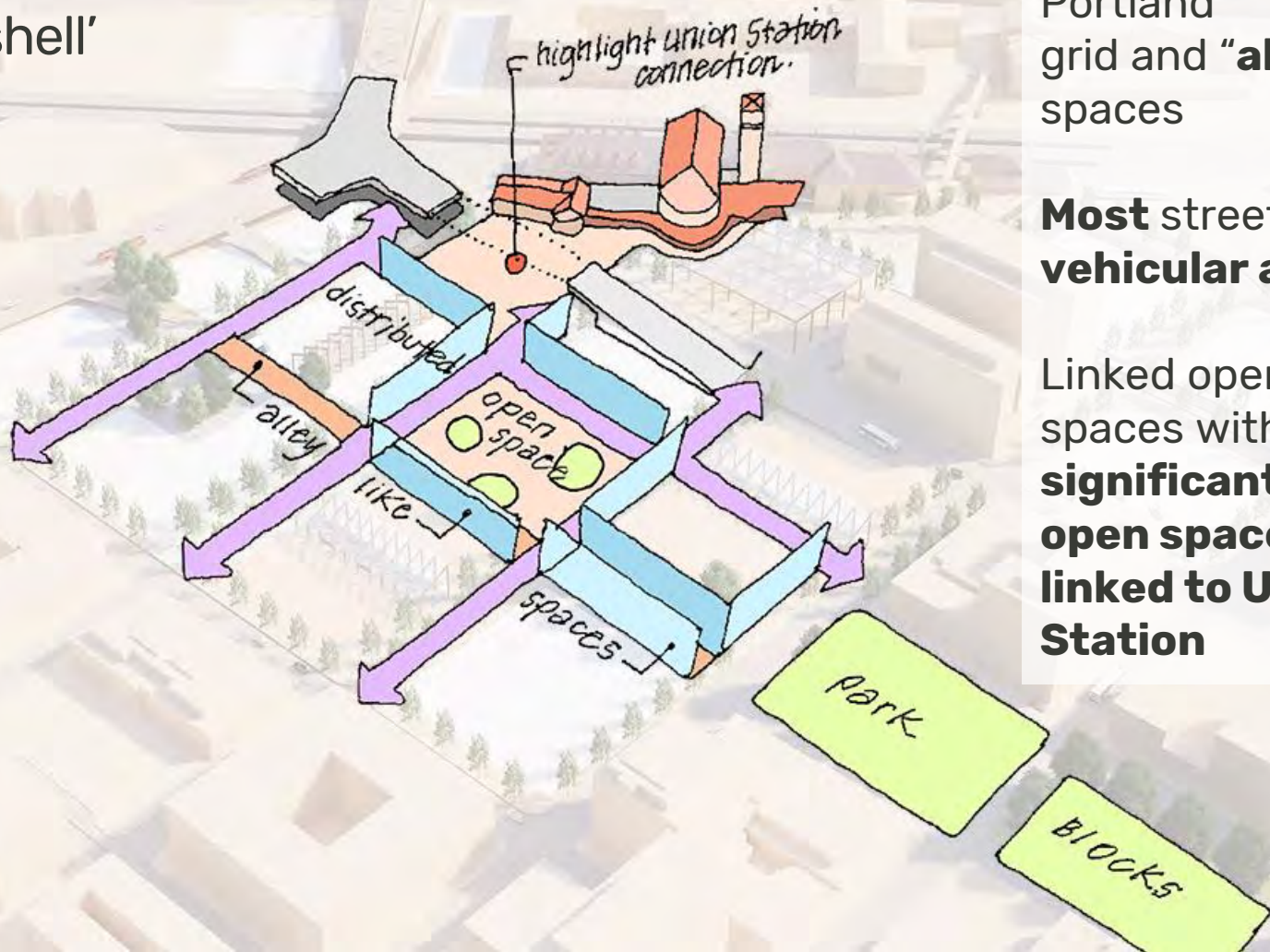
Pocket  
Parks

**INCREMENTAL DEVELOPMENT**



# DISCOVERY

In a 'nutshell'



**Distributed open space** within a Portland grid and "alley" spaces

**Most** streets with **vehicular access**

Linked open spaces with a **significant open space linked to Union Station**



# GUIDING PRINCIPLES

Highlights of how the Discovery Concept meets guiding principles

- 1. Accountable:** Potentially the least difficult to deliver due to less intensive site infrastructure.
- 2. Connected:** Enhanced Union Station Arrival Plaza; Three east-west vehicular connections extend through the site.
- 3. Prosperous:** More intimate scale of streets and open spaces may appeal to small, emerging businesses.
- 4. Vibrant:** Opportunity for iconic spaces and design at Union Station Arrival Plaza and helix ramp; Best opportunity to activate space under the Broadway Ramp.



# OPEN SPACE NETWORK

- Extension of park blocks
- Multi-purpose open space front and center



# OPEN SPACE CHARACTER

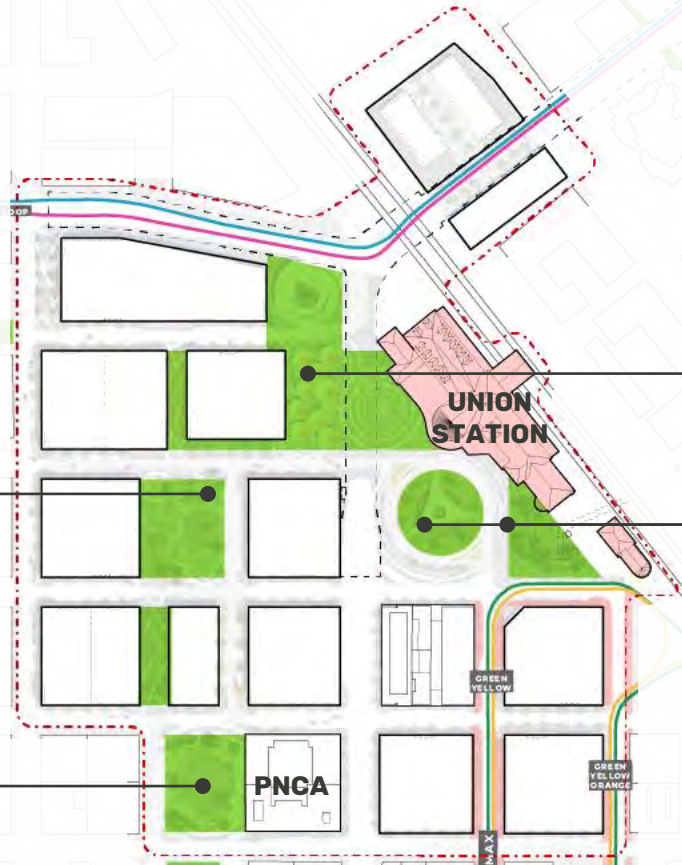
Discovery



**ART ALLEY & PARK BLOCK**



**PNCA PLAZA**



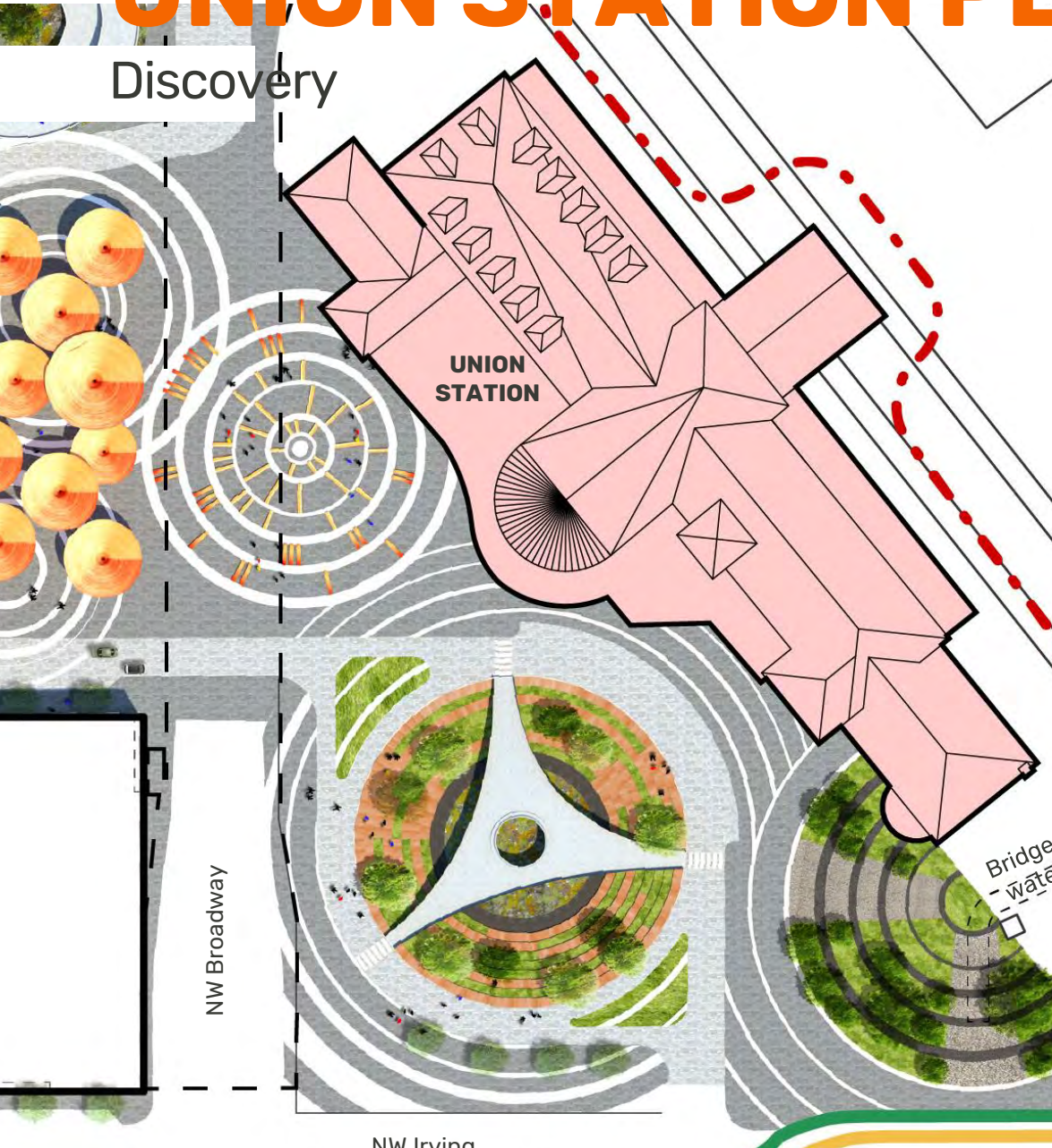
**MARKET PLAZA**

**UNION STATION PLAZA**



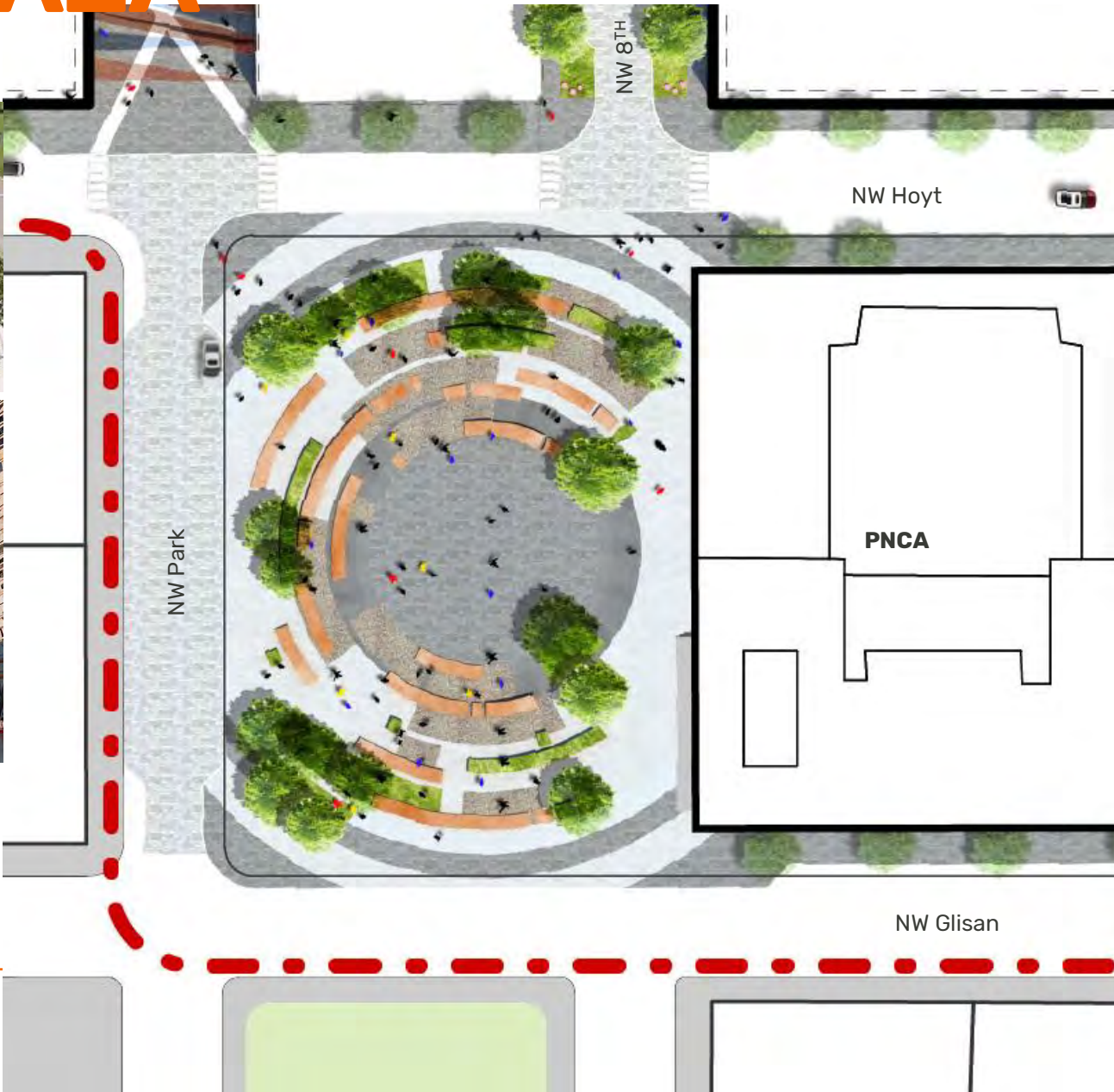
# UNION STATION PLAZA

Discovery



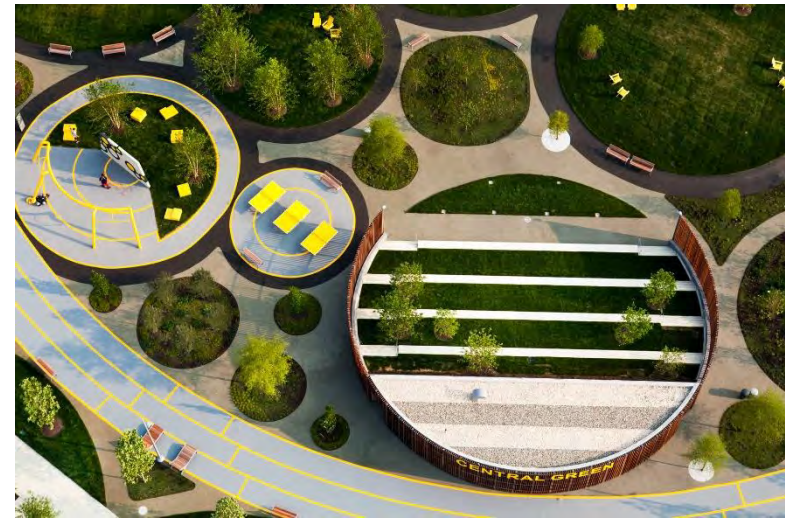
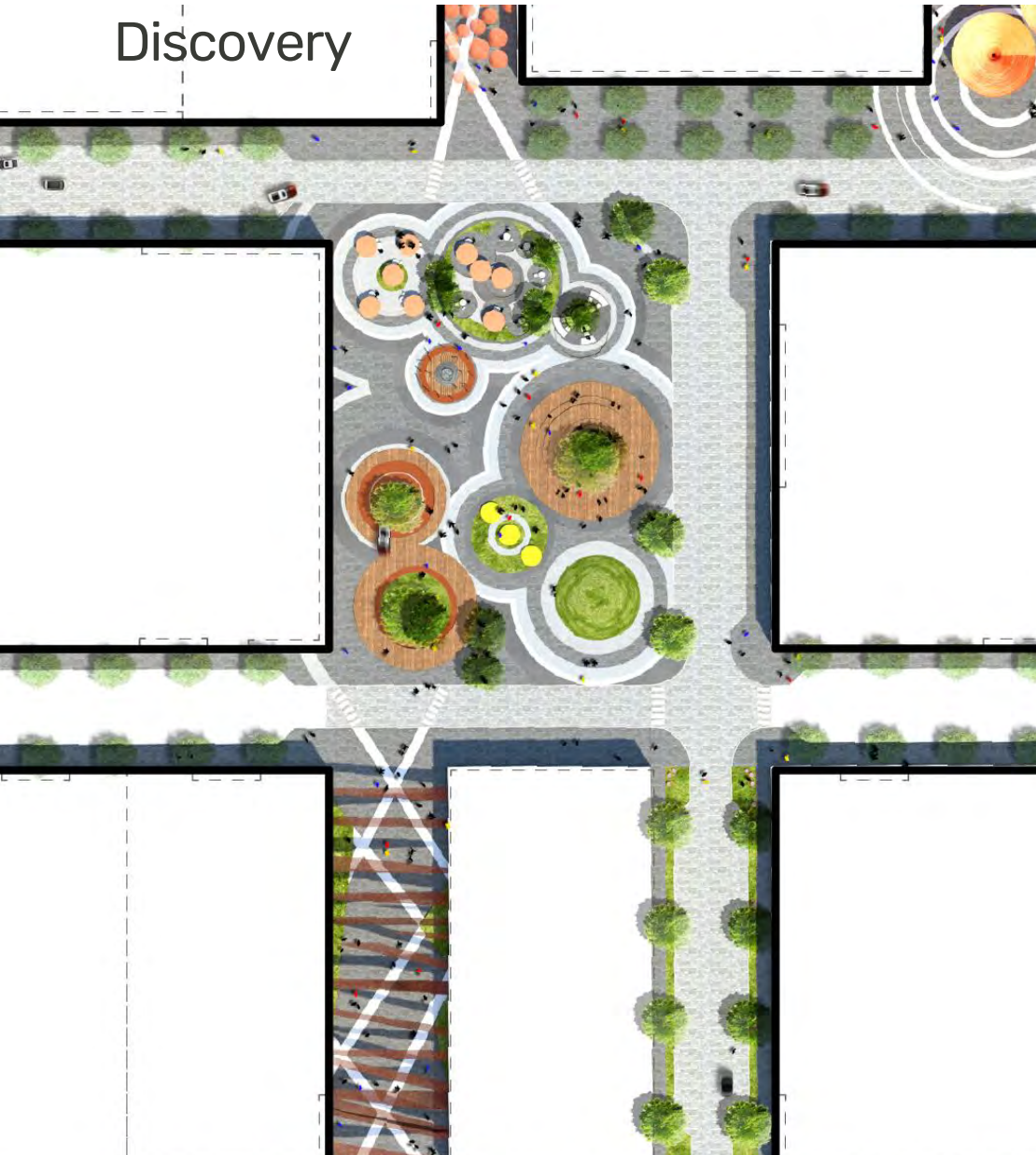
# PNCA PLAZA

Discovery



# ART ALLEY & PARK BLOCK

Discovery



it

# MARKET PLAZA

Discovery



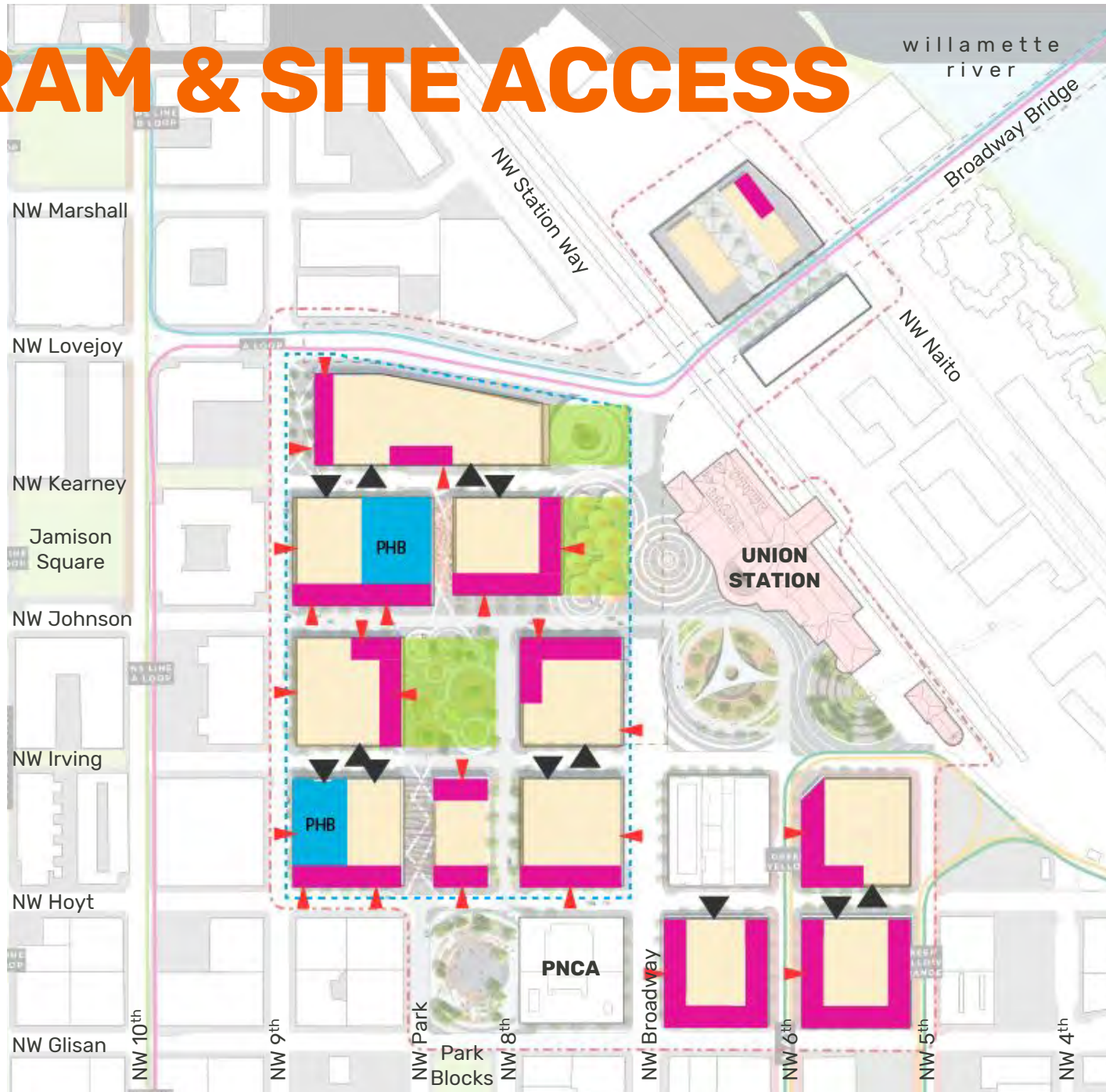




# PROGRAM & SITE ACCESS

## LEGEND




- Active ground floor use
- Development parcel
- PHB
- Park Space
- Building Entry
- Parking & Service Entry
- Parking & Service Entry (Below Viaduct)

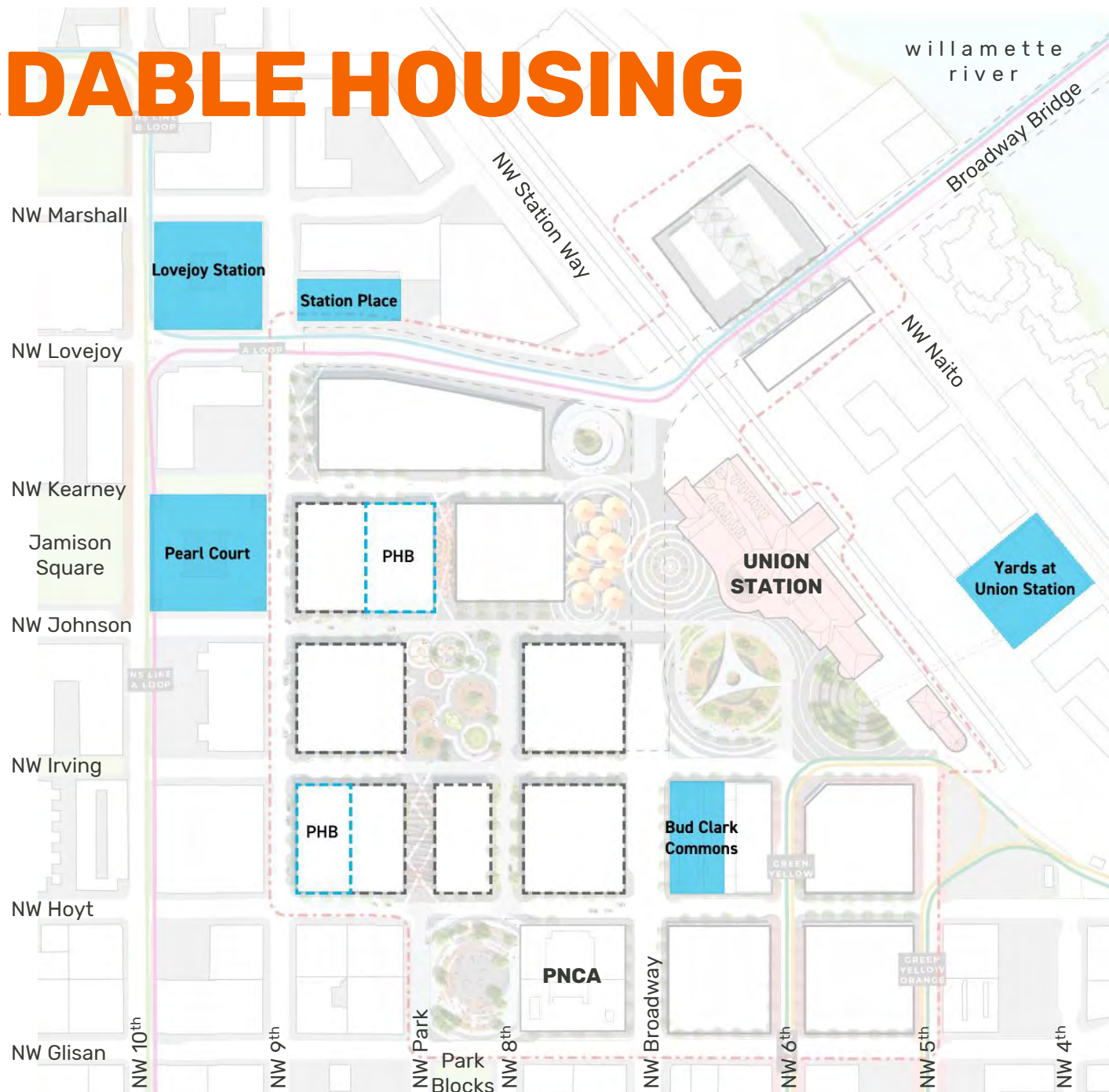


# AFFORDABLE HOUSING

- PHB to own two parcels totaling approximately 50,000 SF and anticipated to accommodate approximately 530 units
- Inclusionary housing units to be integrated in to market rate residential development






## LEGEND

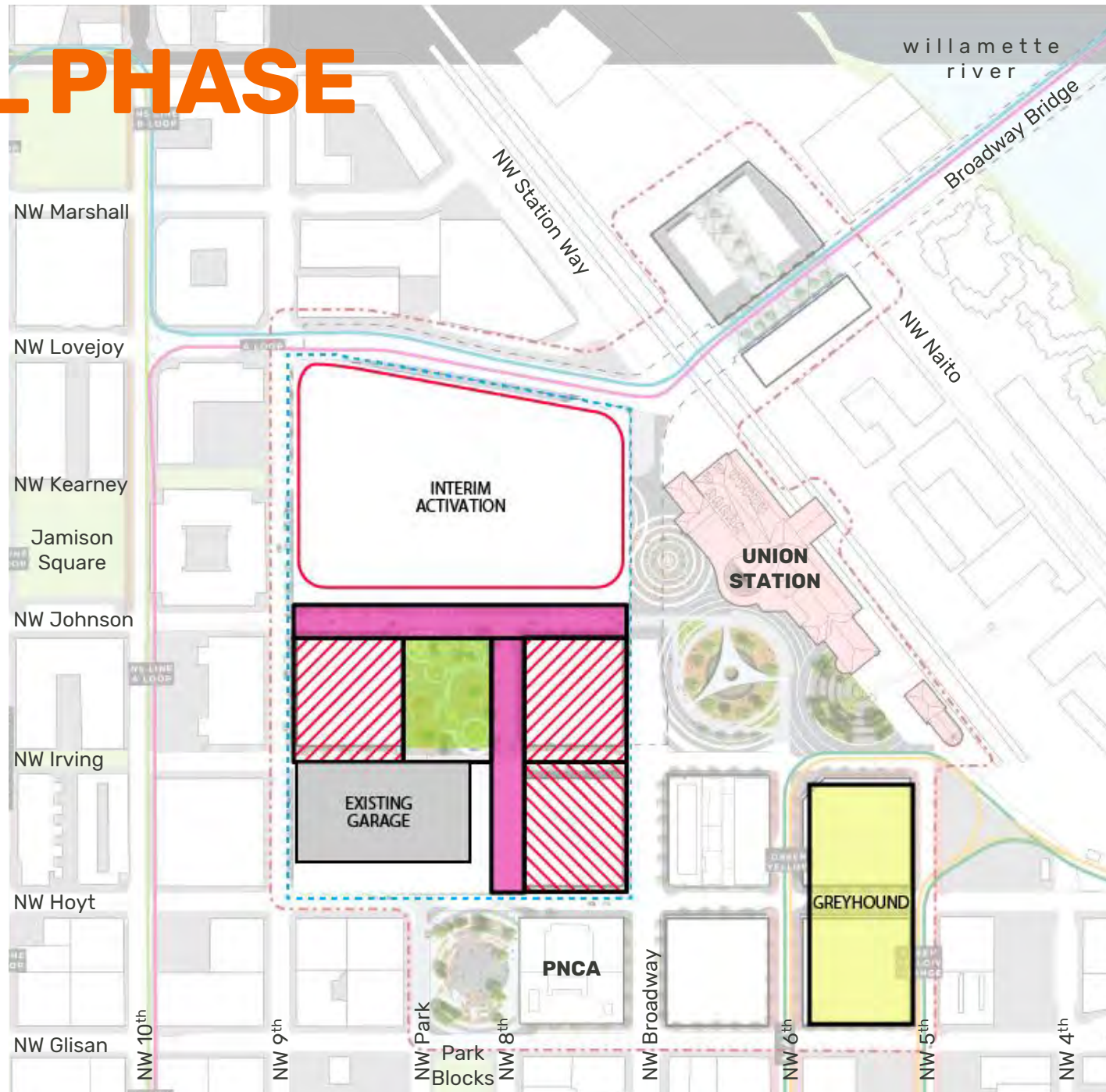
-  Existing affordable housing one-block adjacent to study area
-  Well-suited locations for Portland Housing Bureau (PHB)
-  Other suitable PHB locations



# INITIAL PHASE




## LEGEND

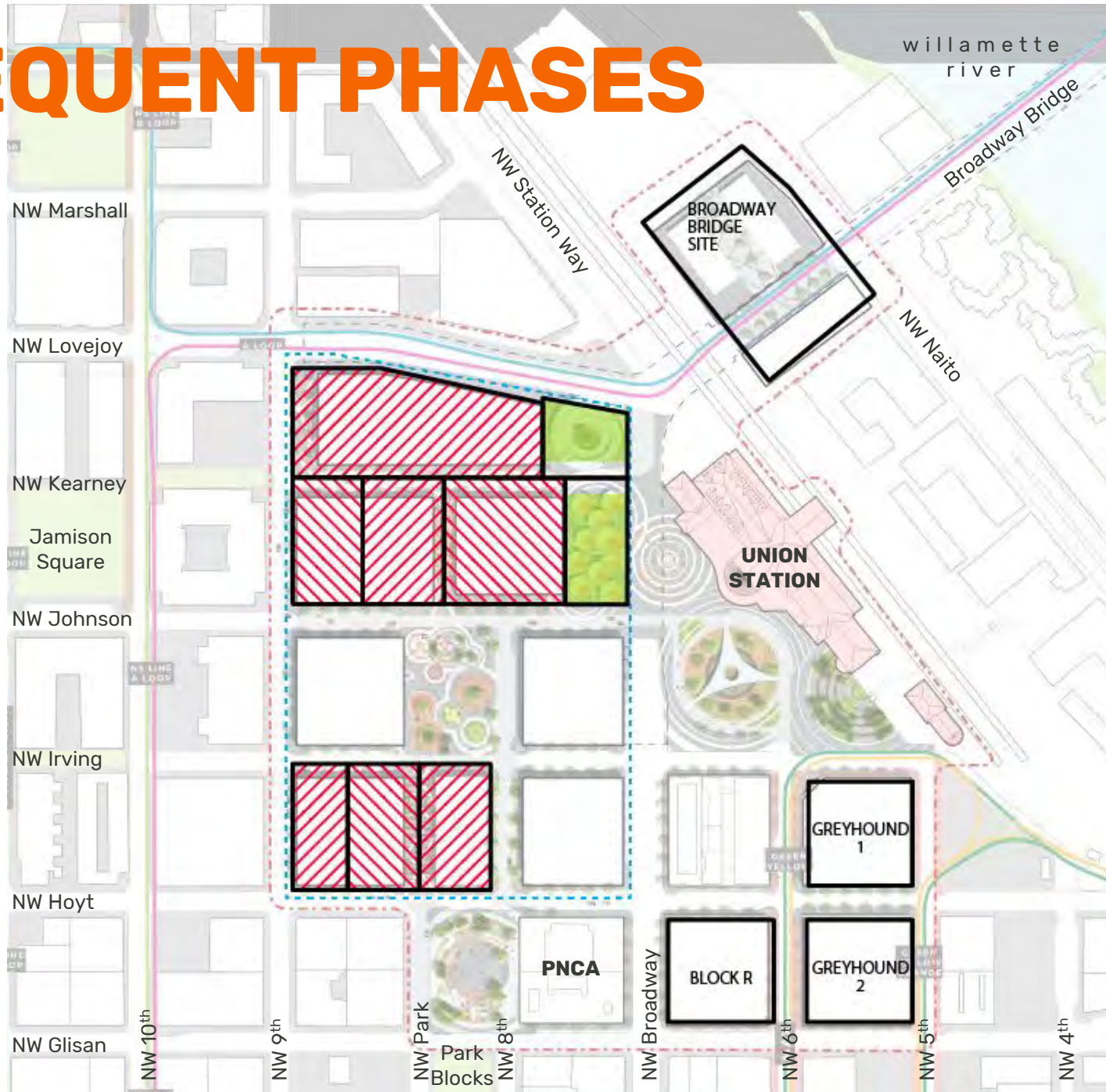
-  Existing parking garage
-  Development parcel
-  Park space
-  Public rights-of-way (ROW)
-  Greyhound to remain as today or utilize as adaptive reuse



# SUBSEQUENT PHASES

## LEGEND

-  Development parcel
-  Park space
-  Public rights-of-way (ROW)



# PUBLIC REALM



Union Station

NW Broadway

NW Lovejoy

PNC



Willamette River

# MASSING

Union Station

PNCA



# PUBLIC REALM



PNCA

Union Station

NW Broadway

NW Lovejoy

Station Way

Broadway Bridge



# MASSING



PNCA

Union Station

NW Broadway

Broadway Bridge

NW Lovejoy

Station Way

